

SOPHISTICATED GIVING

Sophisticated Giving 2021

Materials Deadline: October 15

Thank you for joining us for our fifth annual charity register! In order for your organization to make the greatest impact on our 20,000+ affluent readers, please see the materials guidelines and suggestions below. As always, if we can be of assistance with anything, please do not hesitate to contact us at our dedicated email address for this project: sophisticatedgivingcolumbus@gmail.com. Alternatively, you may call our Columbus office at 614.896.0284, or you may reach the Editor in Chief, Amelia Jeffers, at ajeffers@slmag.net.

Questionnaire: Often, participating nonprofits ask if they may submit different information than the requested topics. Although you are welcome to adjust the sections of the questionnaire to suit your specific organization, we have found that our readers appreciate the consistency among the charity profiles. Any modifications to the questionnaire are subject to final approval by our editorial team; and should be made with consideration of word counts specified. We encourage you to include detailed contact information and calls to action. Completed questionnaires should be emailed to sophisticatedgivingcolumbus@gmail.com, with your organization name in the subject line. *You may note that the questionnaire is the same as last year. If you would like to reuse the same information from last year's guide, please simply let us know. We would still like an updated list of your calendar events.*

Photos: We have found that a variety of photos (or one particularly poignant photo) that focus on the mission of your organization are what speak to our readers most emphatically. While it is tempting to include photos from fundraising events, our readers will connect with photography that speaks to the good work you do in the community. When in doubt, please send us more photos than you think we will need. High resolution print quality (300 dpi) are required. Photos should be emailed or shared via Dropbox, Wettransfer, Google Drive (or the software of your choice) to sophisticatedgivingcolumbus@gmail.com. Please use your organization name in the email subject line or the folder title (if sharing).

Logo: We would like to include your logo. Please send as a high resolution photo file to sophisticatedgivingcolumbus@gmail.com, with your organization name in the subject line.

Sponsor: Should you secure a sponsor for your listing, please make sure we have their logo in high resolution as well, noting the sponsor designation.