

WEEK OF *Sharing*
AUG 1-7, 2024



Sponsorship



You are needed!

Connected Families Week of Sharing Aug 1-7, 2024

Momentum is building. **Parents are seeking Christ-centered support.** They are stressed, sleep-deprived, and strained.

Your help is needed to meet them in their moments of desperation.

It's the middle of the night, and a mom is searching the Internet for practical tips on how to **make tomorrow a better day.**

She doesn't want to *scream* at her kids in the morning. She doesn't want them to *fight* on the way to school.



She longs for peaceful interactions in her home but doesn't know how to get there when things always seem so tense.

Your sponsorship during the Connected Families Week of Sharing can empower weary moms and dads with the grace-filled tools they desperately seek. **You can point parents to Jesus and help transform families from chaos to connection.**

Your sponsorship will be a megaphone getting the word out about the heart-transforming empowerment of the Connected Families Framework. Messages of **safety, love, calling, capability,** and **responsibility** will replace messages of fear, inadequacy, and irresponsibility.

Every family deserves connection. You can help!



Questions? Contact Director of Development, Adel Irwin
Phone: 952.258.3273 or email: adel@connectedfamilies.org

2024

Sponsorship Levels



Podcast
Sponsor
\$2,000

Does your company align with the mission of Connected Families? Are you excited about being on the Connected Families podcast and reaching 10K listeners and over 70K via email mention? Become a Podcast Sponsor and **share your story of alignment on the Connected Families podcast, along with a brief highlight of your business/ministry.**

Community
Sponsor
\$1,500

Does your company seek to build community around the **life-transforming messages**: You are SAFE with me, You are LOVED no matter what, You are CALLED and CAPABLE, and You are RESPONSIBLE for your actions? Support groups as they gather to share Connected Families during their neighborhood's Night to Unite and other fun community challenges.

Technology
Sponsor
\$750

Do you seek to **reach more parents** with grace-filled, biblically grounded parenting resources? You can provide the technological infrastructure needed for the Week of Sharing. **Your sponsorship gift supports the cost of the peer-to-peer giving platform, giving pages, and necessary technology for the Week of Sharing.**

Have other Sponsorship Ideas?

Contact Adel Irwin

Phone: 952.258.3273

Email: adel@connectedfamilies.org



2024



Sponsorship Levels

Podcast
Sponsor
\$2,000

Community
Sponsor
\$1,500

Technology
Sponsor
\$750

August Podcast Feature



First-tier Logo Placement



Community Sponsor
Challenge Recognition



Week of Sharing Email
Marketing to 70K
Subscribers

All emails



All emails



Select emails



Social Media Mention
27K Facebook &
16.5K Instagram followers

featured post



featured post



combined post



Your Logo on the
Week of Sharing Website



The deadline to be included in all marketing is June 28, 2024.

YOUR IMPACT

FAMILY TRANSFORMATION

Connected Families is a non-profit ministry that equips parents to receive and pass on God's grace and truth through a transformational parenting framework. It seeks to fulfill a unique role in the Christian parenting space. While unapologetically Christ-centered and Bible-first, we also seek parenting, brain, and trauma research to inform our content.

Discouraged parents dive deep into the healing Connected Families Framework, internalizing messages of safety, love, calling, and responsibility. Thanks to your support, we've seen families experience the profound freedom and grace of Christ.



EVERY DAY

75+ new parents subscribe to receive grace-filled parenting guidance. That's a 150% increase over last year!

PODCAST

1.8M Total listens and counting!

46K Listens each month

86% Impactful plays

The Connected Families podcast gives practical support to parents navigating the joys and struggles of day-to-day life. We market each podcast episode to 70K email subscribers, 27K Facebook followers, and 16.5K Instagram followers.



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What is the Week of Sharing?

- A week for fans to share what they love about Connected Families.
- A week for people across the world to show their support by joyfully giving.
- An opportunity to see the many ways God is transforming hearts.
- An opportunity to reach those we couldn't without community advocacy.

Peer-to-Peer Fundraising

This peer-to-peer fundraising week catapults fans and donors into the Connected Families narrative. They become the heroes of the story as they **share** God's movement in their homes and **inspire** their friends, family, and colleagues to join in by learning the Framework and joyfully supporting the ministry.

When you've found something good, you share it, right?

Many people feel that way about finding the Connected Families Framework. They want to share messages of SAFETY, LOVE, CALLING, and RESPONSIBILITY with everyone, even with a new acquaintance they meet at the playground.

The Week of Sharing **grows awareness organically** as fans volunteer to share.

It also allows them to feel great about advocating for and supporting a ministry that means so much to them.

The Week of Sharing empowers fans with a tangible way to volunteer as Advocates, helping more weary moms and dads **experience the freeing grace of Christ in their parenting.**

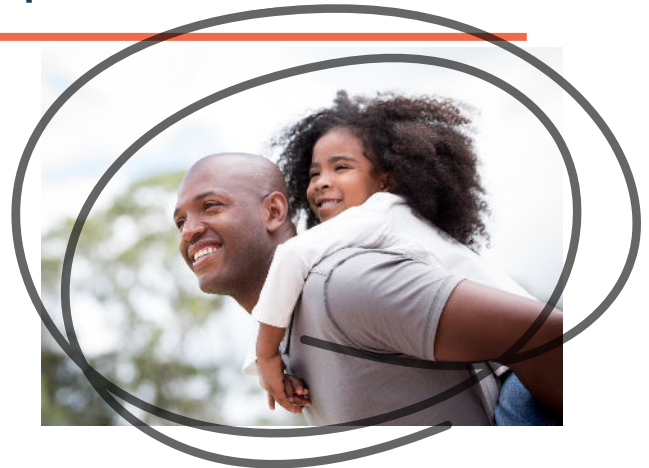
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Yes, I would like to Sponsor!

- \$2,000 Podcast Sponsorship
- \$1,500 Community Sponsorship
- \$750 Technology Sponsorship
- \$ _____ Other Sponsorship



Contact Information

Donor/Business Name: _____

Contact Name/Title: _____

Phone: _____ Email: _____

Address: _____

City/State/Zip: _____

Website: _____

I have checked a sponsorship level box above, enclosed a check payable to Connected Families with "Sponsorship" in the memo, and will email a business logo as soon as possible to adel@connectedfamilies.org. (Logos submitted after June 28th may not be included in some marketing.) Sponsorships accepted until July 15th.

Address: *Connected Families 10800 Old Cty Rd 15, Ste. 100, Plymouth, MN 55441*

I/we agree to provide the sponsorship donation described above in support of the Connected Families Week of Sharing. I/we understand donors will be recognized during the Week of Sharing and in some pre-event promotional advertising.

Donor Signature: _____ Date: _____