

ELEVATE

March 2-3, 2027

A Conference For Fundraising Events

JOIN VIRTUALLY OR IN PERSON

A 360-DEGREE EDUCATION FOR NONPROFIT FUNDRAISING EVENTS

^ ELEVATE CONFERENCE

^ ONLINE EDUCATION PLATFORM ON [SWAIMSTRATEGIES.COM](https://swaimstrategies.com)

^ THE FUNDRAISING ELEVATOR WEEKLY PODCAST



BUILDING RESOURCES TOGETHER

Dear Friend,

Something is happening in the nonprofit fundraising sector, and it is not what the headlines might suggest. The professionals in our community are leaning in. They are asking harder questions, seeking better tools, and showing up for each other in ways that remind us exactly **why** this work matters.

Elevate exists to meet that energy, and to give it somewhere to go.

For nine years, the Elevate Conference has been the place where nonprofit fundraising professionals come to go deeper—not just on tactics, but on the thinking behind the work. In 2026, our sessions addressed the neuroscience of generosity, the ethics of storytelling, the psychology of auction behavior, and the very real question of how to protect your event when the world outside gets complicated. These are the conversations our community is having at their desks, in their board rooms, and in their cars on the way to work. Elevate is where they get to have them together.

That community is larger and more engaged than ever. This last year, we saw 125,209 users across the Elevate Conference, The Fundraising Elevator Podcast, and our Education Hub with 65,000+ downloads. That's listeners in 91 countries and attendees from 33 U.S. states. It's Executive Directors, Directors of Development, and Chief Advancement Officers who are actively looking for partners they can trust.

Seventy-three percent of our audience comes back to us directly as a resource library. When we bring a sponsor into this community, we're not placing a logo. We're making an introduction. We're telling the people who trust us that you are worth their time. That is a different kind of visibility, and it has a longer shelf life than an ad.

In 2027, the Elevate Conference is returning to AVENUE in Portland, Oregon for its ninth year. It

will be two days of practitioner-led, CFRE-accredited education with a robust virtual option for nonprofit professionals who can't make the trip. We're also heading into Season 4 of The Fundraising Elevator Podcast, with 44 new episodes and a growing audience that includes some of the most engaged practitioners in the sector.

If you've been with us before: we are so glad you're still here. You've seen what this community is

There are sponsorship opportunities at every level across all three platforms

- ^ the conference
- ^ the podcast
- ^ and our year-round education space

and we would love to help you find the right fit for your goals and your budget.

capable of, and we are proud to keep building it alongside you.

If you're new to Elevate: this is a great year to get involved. The nonprofit professionals in our audience are looking for partners who understand the moment they're in.

Let's talk about what's possible.

WITH GRATITUDE,



Samantha Swaim



Kristin Steele

**SAMANTHA SWAIM
+ KRISTIN STEELE**

Founders, Swaim Strategies

WHO WE ARE

SWAIM STRATEGIES

Elevating
Fundraising
Events

22 YEARS OF ELEVATING THE SECTOR

Swaim Strategies is a fundraising event consultancy and education platform dedicated to helping nonprofits build more impactful, more human, and more effective fundraising events. We are a state-certified **Women Business Enterprise (WBE)** and a **Certified LGBT Business Enterprise (LGBTBE)** these are values that we carry into every gathering we design.

Our work lives at the intersection of strategy, storytelling, and human connection. We believe that fundraising events, when done right, are one of the most powerful tools a nonprofit has — not just to raise money, but to build community, deepen donor relationships, and sustain the mission for years to come.

THE ELEVATE ECOSYSTEM: THREE WAYS TO REACH OUR COMMUNITY

Elevate is not a single event. It is a year-round, three-platform community of practice:

- ▲ **Elevate Conference:** A two-day, hybrid conference held annually in Portland, Oregon with a robust virtual option. It's CFRE-accredited, practitioner-led, and specifically designed for nonprofit event professionals who are ready to go deeper and impact their fundraising.
- ▲ **The Fundraising Elevator Podcast:** A weekly podcast co-hosted by Samantha Swaim and Kristin Steele, bringing expert guests, research-backed insights, and real-world stories to fundraising professionals wherever they are. About to launch into Season 4, it's available on Apple Podcasts, Spotify, YouTube, Amazon Music, iHeart, and six additional platforms.
- ▲ **The Education Hub:** A free, sponsor-supported library of webinars, templates, tools, and training resources available year-round at swaimstrategies.com. It's designed to meet practitioners where they are — whether they're planning their first gala or their fiftieth. It's a library of free resources for the nonprofit event planner.

IN 22 YEARS, WE HAVE:



Produced over
700
fundraising events



Served
3,900+
nonprofits



Built a three-platform
education ecosystem reaching
65,000+
annual touchpoints



Published the book
**PLANNING A SUCCESSFUL
MAJOR DONOR EVENT**



Hosted three seasons of
**THE FUNDRAISING
ELEVATOR PODCAST**
now distributed across 10
platforms in 91 countries



Hosted nine
consecutive
years of the
**ELEVATE
CONFERENCE**

OUR AUDIENCE

You're Not Just Reaching an Audience. You're Reaching the Right Room.

The people who show up for Elevate — in person, online, and in their earbuds on the way to work — are not passive consumers of content. They are practitioners. They are decision-makers. They are the people who write the checks, hire the vendors, choose the platforms, and lead the teams that run nonprofit fundraising events across the country.

Here is who they are: ✓



ACROSS ALL PLATFORMS: 65,000+ Annual Touchpoints

Platform

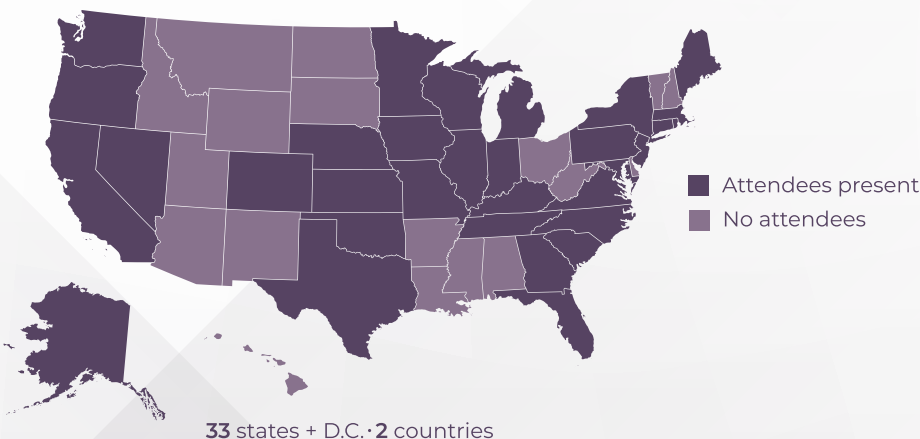
Annual Reach

Website Education Hub	37,078 unique users / 58,367 views
Substack Education Hub	196 subscribers (growing)
Podcast (YouTube)	21,345 views (+390.9% year-over-year)
Podcast (audio)	6,381 downloads across 91 countries
Conference	600+ registered attendees

THE CONFERENCE COMMUNITY

- ^ **600+ registrations** across in-person and virtual attendance
- ^ **70+ Executive Directors and CEOs** in attendance
- ^ **60+ Directors of Development and Chief Advancement Officers**
- ^ Organizations represented from **33 U.S. states** plus **Canada** and **Japan**
- ^ Sector representation includes direct service nonprofits, arts organizations, healthcare foundations, education, LGBTQ+ centers, housing and justice organizations, and more
- ^ Auctioneer, planner, vendor, and technology ecosystem also represented creating a true sector crossroads

Elevate 2026 Attendees





The Fundraising Elevator

THE PODCAST AUDIENCE



81% of listeners aged 25-54 — the prime career and leadership window

Largest single age segment:



35-44 (35%)

— senior management and leadership roles



90%+ US BASED

with meaningful and growing international reach across **91 countries**



51% LISTENING ON APPLE PODCASTS

a premium, high-income demographic



11% LISTENING VIA GOOGLE CHROME

at their desk, during the workday

TOP LISTENING APPS INCLUDE OVERCAST (POWER USERS) AND DOWNCAST — MARKERS OF A HIGHLY ENGAGED, INTENTIONAL LISTENER

PROFESSIONAL PERSONAS IN OUR AUDIENCE:

- ^ Nonprofit Leaders and Executive Directors seeking advanced strategy
- ^ Fundraising Event Specialists including benefit auctioneers, event coordinators, and development directors
- ^ Philanthropy Consultants who share our content with their own nonprofit clients
- ^ Nonprofit Technology Partners and Vendors evaluating the market

THE WEBSITE AUDIENCE



73.5%

OF WEBSITE TRAFFIC IS DIRECT

these are people who bookmark us, return to us, and seek us out by name. This is a loyal community that utilizes our resources as a reference library.

Peak monthly engagement:



73.5%

- ^ **September** consistently delivers the **highest engagement rate of any month** — early planners and returning practitioners arriving with intent to plan for their year ahead, staying longer, and doing more than at any other point in the year
- ^ Content driving sustained year-round traffic: run-of-show templates, budget templates, script templates, auction guides, trainings, and webinars — practitioners using our tools in their actual work

WHAT OUR COMMUNITY SAYS



Elevate was wonderful! I'm sorry I wasn't able to attend in person, but of course the virtual experience was flawless.

Alix Zimmermann
Benefit Auctioneer

This was so insightful & fun! Thank you so much for allowing us to be a part of Elevate this year. I learned such good material and met lots of people. It really does take a village & I'm very appreciative that we've got this village in our corner.

Ashli Vega
SMART Reading (Oregon)

I'm already sharing my Elevate learnings with staff and colleagues and putting Neurogiving Theories to work in our fundraising plan!

Darrell Yuen

Wow, I'm so impressed! Every detail was covered, attended to, and some. As a virtual participant, things couldn't have been more smooth, and your extra effort to make sure that the virtual attendees felt included didn't go unnoticed. The speakers were amazing, the flow was spot on and the energy in the room absolutely translated through the virtual powers that be!

Kristin Barrows
Education for All Children (New Hampshire)

Elevate was seriously the MOST FUN training I have ever attended (still!!) and I still use that storytelling arc for any event we do – which by the way, we just did our big gala and applied so many of your tools.

Niki Chopra Richardson
TOArts (California)

THE IMPACT STORY

WHAT HAPPENS WHEN THIS COMMUNITY LEARNS TOGETHER

The fundraising sector is navigating one of its most complex moments. Economic uncertainty, shifting donor demographics, the rapid evolution of technology, and a political climate that directly impacts the organizations our audience serves — all of it lands in the work of the people in our community.

Elevate exists to meet that moment.

In 2026, our conference program addressed the neuroscience of generosity, the ethics of storytelling, the psychology of auction behavior, the data behind donor engagement, and the very real question of how to protect your event when the political climate arrives at your door. They are the conversations our community needs to have — and Elevate is where they happen.

The results our community reports:

THIS sector is so much better because of Elevate and the work the both of you share with us.

—Derria Ford, CFRE (Tennessee)

It was an intense two days—in the best ways—and I learned so much. The information, tools, and real-world examples were incredibly helpful. I'll be sharing everything from Elevate with our Executive director.

—Tais Assem, SouthEast Seattle Senior Center (Washington)

I loved the conference!! I have so many takeaways that I can apply into my day-to-day nonprofit admin.

—Anonymous, Elevate Attendee (Indiana)

THE MULTIPLIER EFFECT

One of the most important things to understand about the Elevate audience is that many of our attendees carry what they learn directly into their client relationships. Dozens of consultants, fractional fundraisers, and philanthropy advisors attend Elevate each year — and each of them serves multiple nonprofit organizations. When they learn something at Elevate, their clients benefit. Your brand travels with that knowledge.



Additionally, our podcast listeners in 91 countries include practitioners who share episodes with their teams, cite our content in training materials, and introduce our work to colleagues. Our content has been referenced in curricula at:

- △ Pacific University
- △ The University of Washington
- △ Association of Fundraising Professionals (AFP)
- △ Chronicle of Philanthropy
- △ NonProfit Times
- △ Nonprofit Quarterly
- △ Stanford Social Innovation Review
- △ The Nonprofit Storytelling Conference

WHY SPONSOR

ELEVATE



WHAT OUR SPONSORS SAY

The people in this room, you can feel the passion that they have for their nonprofits, for the events that they put on for their communities, and Feathr wants to be a part of that.

—Feathr

Being at the Elevate Conference as a sponsor and trusted partner has offered an invaluable opportunity to connect with incredible organizations. I consistently leave with promising client connections, and it's been rewarding to collaborate with several organizations I initially met at the conference. These clients, thanks to Elevate, now have a clear grasp of event optimization, making them a pleasure to work with as they focus on creating impactful events for their donors.

—Kelly Russell
Artisan Auctions

The experience exponentially expanded our network — introducing us to nonprofit professionals, mission-aligned vendors, and collaborators we're still partnering with today.

—Lisa Aragon
Arpeggio Digital

WHAT SPONSORING ELEVATE MEANS

Sponsoring Elevate is not a logo placement. It is an introduction made by us, to a community that trusts us and are the people who need what you offer.

Our sponsors are woven into the content of the conference, the conversations of the podcast, and the daily workflow of nonprofit event planners across the country. They present sessions. They host roundtables. They sponsor scholarships that open the door for organizations that couldn't otherwise attend. They are not interruptions in the experience. They are part of what makes the experience worth having.

As an Elevate sponsor, you will:

- ▲ Be positioned as a trusted resource — not just a vendor — to a community of senior nonprofit decision-makers
- ▲ Reach practitioners who apply what they learn immediately to real events with real budgets
- ▲ Connect with Executive Directors, Directors of Development, and Chief Advancement Officers who make purchasing and partnership decisions
- ▲ Gain visibility across a 12-month, three-platform ecosystem — not just a two-day event
- ▲ Access a community with a 73.5% direct traffic loyalty rate — people who come back because they trust what we build
- ▲ Benefit from sector exclusivity options that protect your category investment
- ▲ Align your brand with a women-owned, LGBTBE-certified platform committed to equity and access

2026 SPONSORS AND PARTNERS HAVE INCLUDED:

ELEVATE CONFERENCE



SCHOLARSHIP SPONSORS



EVENT PRODUCTION PARTNERS



THE FUNDRAISING ELEVATOR PODCAST



EDUCATION HUB



SPONSORSHIP OPPORTUNITIES



SPONSOR BENEFITS

ENGAGE IN ONE OF THE THREE SEGMENTS OF ELEVATE, OR GET INVOLVED IN ALL THREE OPPORTUNITIES. WE WOULD LOVE TO HAVE YOU DESIGN YOUR SPONSOR EXPERIENCE FOR WHAT FITS YOUR BUDGET AND PARTNER GOALS BEST.

EDUCATION HUB

	\$10,000	\$5,000	\$3,500	\$1,500
EXCLUSIVITY IN YOUR SECTOR (CRM, AUCTIONEER, BANKING)	^			
HANDOUT TO ELEVATE ATTENDEES	^			
GUEST SPEAKER ON 1 WEBINAR (ATTENDEE LIST)	^	^		
SUBSTACK SUBSCRIBER eNEWS WITH WEBINAR RECORDING	^	^		
INVITE TO WRITE A GUEST BLOG	^	^	^	
BRANDED DOWNLOADABLE TOOLS (GATED EMAIL GENERATOR)	^	^	^	
SOCIAL MEDIA CROSS PROMOTION	^	^	^	^
INCLUSION IN BEST OF VENDOR LIST WITH LINK	^	^	^	^
PARTNER LOGO WITH LINK	^	^	^	^

ELEVATE CONFERENCE

HYBRID MARCH 2-3, 2027	\$20,000	\$10,000	\$5,000	\$3,500
LEAD RETRIEVAL—ATTENDEE CONTACT LIST	∧			
LEVEL EXCLUSIVITY IN YOUR SECTOR (CRM, AUCTIONEER, BANKING)	∧			
LOGO ON DIGITAL ADS TO OUR REACHABLE COMMUNITY OF 125,000+ CONSTITUENTS	∧			
INVITE TO PRESENT CONTENT LIVE	∧	∧		
INVITE TO PRESENT ON A ROUND TABLE (OUR MOST REQUESTED REPEAT CONTENT FROM 2026)			∧	∧
OPPORTUNITY TO SUBMIT PRE-RECORDED CONTENT FOR ON-DEMAND VIEWING	∧	∧	∧	
SOCIAL MEDIA CROSS PROMOTION	∧	∧	∧	
LOGO ON LIVESTREAM LANDING PAGE	∧	∧	∧	
RECOGNITION LIVE FROM EVENT STAGE WITH ENDORSEMENT	∧	∧	∧	
LOGO ON PROMOTIONAL FLIER	∧	∧	∧	
NAME ON PROMOTIONAL FLIER				∧
BRANDED SWAG GIVEAWAY	∧	∧	∧	∧
TICKETS TO GIFT TO A NONPROFIT PARTNER	4	3	2	1
TICKET TO ATTEND	2	2	1	1
VIRTUAL TICKETS TO GIFT TO A NONPROFIT PARTNER	6	5	4	2
LOGO ON CONFERENCE WEBSITE	∧	∧	∧	∧
LOGO ON VIDEO SCREENS	∧	∧	∧	∧
6-FOOT VENDOR BOOTH ONSITE	∧	∧	∧	
BISTRO TABLE MINI BOOTH ONSITE				∧

THE CONFERENCE—HOSPITALITY ADD ON OPPORTUNITIES
ENHANCE YOUR CONFERENCE SPONSOR BENEFITS WITH ANY OF THESE ADD ONS.

	\$6,500	\$3,500	\$2,500
SCHOLARSHIP FUND: HOST 8 TICKETS FOR BIPOC / LGBTQ+ ORGANIZATIONS WITH FULL SCHOLARSHIPS TO ATTEND	^		
KEYNOTE SPONSOR: LOGO AND INTRODUCTION OF KEYNOTE		^	
RECEPTION SPONSOR: HOST A RECEPTION ON NIGHT ONE IN YOUR LOCATION, YOU PICK UP THE TAB AND WE SEND THE AUDIENCE			^

THE FUNDRAISING ELEVATOR PODCAST

44 EPISODES IN SEASON 4	\$25,000	\$10,000	\$5,000	\$3,500
LOGO PLACEMENT ON VIDEO TITLE CARD FOR EACH EPISODE OF SEASON 4	^			
LISTED AS "THIS EPISODE BROUGHT TO YOU BY" WITH LINKS AND A PARAGRAPH ABOUT YOUR PRODUCT	^	^		
ENEWS ANNOUNCEMENT OF SPONSORSHIP WITH LOGO AND LINK TO 8,300+ SUBSCRIBERS	^	^		
LOGO PLACEMENT ON PODCAST PAGE ON WEBSITE	^	^	^	^
GUEST APPEARANCE WITH LINKS AND PROMOTIONAL OFFERING	^	^	^	
SOCIAL MEDIA CROSS PROMOTION	^	^	^	
MID SPOT: 30 SECOND AD AT THE MIDPOINT OF ALL EPISODES FOR SEASON 4	^			
OPEN SPOT: 30 SECOND AD AT THE BEGINNING OR END OF EACH EPISODE FOR SEASON 4		^		
MID SPOT: 30 SECOND AD AT THE MIDPOINT FOR ONE TOPIC ALIGNED EPISODE OF SEASON 4			^	
NEW THIS YEAR FOUR-EPISODE ENDORSEMENT AD PLACED AT THE MIDPOINT OF FOUR EPISODES IN SEASON 4 VOICED BY SAM AND KRISTIN				^

OUR COMMITMENT TO EQUITY + ACCESS

Swaim Strategies is a state-certified **Women Business Enterprise (WBE)** in Oregon and a **Certified LGBT Business Enterprise (LGBTBE)**, and a member of Oregon Pride in Business (ORPIB).

These are not just certifications. They are commitments — to building a conference that is physically accessible, financially accessible, and culturally welcoming to everyone who does this work.

Our accessibility commitments include:

- ^ AVENUE's single-floor, wheelchair-accessible venue
- ^ All-gender restrooms
- ^ Gluten-free, vegan, dairy-free, nut-free, and vegetarian meal options
- ^ Virtual attendance option for those who cannot travel or need to attend from home

- ^ CFRE credit eligibility for continuing professional education
- ^ Scholarship program for BIPOC- and LGBTQ+-led and -serving organizations
- ^ Scholarship sponsorship opportunities to invite your favorite nonprofits to attend

FOR SPONSORS WITH DEI AND ESG COMMITMENTS, THE SCHOLARSHIP FUND SPONSORSHIP (\$6,500) IS A NAMED, VISIBLE, HIGH-IMPACT OPPORTUNITY TO PUT YOUR VALUES INTO ACTION — FUNDING ACCESS FOR EIGHT ORGANIZATIONS THAT MIGHT OTHERWISE NOT BE IN THE ROOM.

SWAIM *Elevating Fundraising Events*
STRATEGIES





WE'D LOVE TO HAVE YOU WITH US

Elevate 2027 will be our ninth year of bringing this community together. If you believe in the power of nonprofit fundraising events to change communities, connect donors to missions, and sustain the organizations that serve us all — you belong at this table.

LET'S TALK.

CONTACT



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