



VolunteerPro Affiliate Partnership Marketing Ideas

Choose from any of these ideas to help support and strengthen your membership association by sharing VolunteerPro as a trusted provider of online training, professional development, and coaching services.

Remember to serve first. Your job as a support organization is to help your members locate the best possible resources to help them succeed. Be honest about what VolunteerPro can and can't do. It has to make sense for the organization and the member. If you are confident that VolunteerPro will help your member, then it's your duty to recommend it.

When you recommend us, be transparent. Let your audience know that VolunteerPro is sharing the proceeds with you on a commission basis, at no extra charge to them. You might also note that this extra revenue will also help you bring more value to your membership.

10 Places To Share Your Love & Your Affiliate Sales Link

- ✓ **On Your Web Page** – On your home page, use our VolunteerPro Affiliate Banner Ads to send fans and followers to the VolunteerPro sales page via your link. Add the VolunteerPro logo to your list of trusted partners.
- ✓ **In Your Newsletter** – Ask those who have benefitted from VolunteerPro share their success in a newsletter article.
- ✓ **In Your Top Performing Blog Posts** – Add a quick note about your VolunteerPro affiliate offer at the bottom of a few of the blog posts where you get the most traffic.
- ✓ **At Your Annual Conference** – Print out the VolunteerPro Affiliate Info Sheet and insert it into conference bags, include your VolunteerPro logo and affiliate badge in presentation slides or banners.
- ✓ **At Other Conferences** – Print out the VolunteerPro Affiliate Info Sheet and share it at your exhibit table or booth.
- ✓ **In Your Facebook or LinkedIn Group** – Start a conversation about the best sources of high quality professional development and training. Mention what VolunteerPro has to offer.

- ✓ **On a Free Webcast** – Invite VolunteerPro to join you for an online expert panel discussion on a topic of particular interest to your membership. Share the link during the conversation and in the description text where the video is posted (e.g., YouTube)
- ✓ **In a Free e-Book** – Compile a free guide of hot tips for leaders of volunteers that you collect from your membership. Include a page at the end that discusses VolunteerPro membership and includes your affiliate link. Distribute it on your website to help you build your email list. To prevent sending emails to spam, use a [double opt-in](#) process.
- ✓ **Send an Automated Email Campaign to Your Audience** – Send a mini-series of three emails with tips on how to grow your skills as a professional volunteer administrator. Recommend VolunteerPro and include your affiliate link on the last email. If you have the right software, you can set this up to send right after they opt in for your e-book.
- ✓ **When You Are Answering Questions & Helping Others One on One** – When colleagues have started a new job, are planning to overhaul their existing volunteer strategy, or are facing a particularly difficult set of challenges, a VolunteerPro membership makes particular sense. Ask them if they've considered joining.