



CODE FOR GOOD
WEST MICHIGAN

Get involved. Become a sponsor.

'24

Sponsorship Opportunities

With purposeful execution of innovation and design, Code for Good partners with non-profit leaders to help them think bigger, reach further, and strategize smarter, transforming their communities for the better.

2024
codeforgoodwm.org



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Code for Good West Michigan is a 501(c)(3) volunteer organization dedicated to helping non-profits extend their reach, increase their capacity, activate their communities, and empower their members to forge their image of a better tomorrow.

Since 2007, over 1,200 Code for Good volunteers have helped more than 120 greater Grand Rapids non-profits.

What we do:

Code for Good West Michigan aims to assist non-profits in achieving their goals through technology. From web design and development to database design and marketing strategy, we do it all at no cost to our volunteers or non-profits. We host events all year, from our flagship event, Weekend for Good, to day-long workshops, professional development days and networking events.



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Programs for Good:

Lead for Good

We believe in the importance of leadership and its power to cultivate a forward-thinking, adaptive, and resilient mindset. Lead for Good is a series of panel discussions focused on more than design and technology but also the emotional intelligence and soft skills needed to become a proven leader in any field. Panels include many of West Michigan's most respected leaders.

Workshops for Good

Workshops for Good are single-day hands-on events that help local non-profits quickly develop solutions for projects that are too small in scope for Weekend for Good. Projects range from web design and backend development to social media and marketing strategy and so much more.

Weekend for Good

Our signature three-day event harnesses the brainpower, technical horsepower, and creative know-how of 80–100 volunteers to help 10–12 non-profit organizations by developing custom-tailored solutions to maximize their outreach. From websites and database solutions to design and branding work, copywriting and marketing strategy, Weekend for Good helps the organizations that better our community.

Code for Good is dedicated to fostering a more inclusive and equitable West Michigan. We actively seek partnerships with community-based organizations and diverse sponsors and nonprofits to advance our mission.

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The Value of Doing Good

It's estimated that building a fully functional website for a non-profit organization can cost **\$20,000**. Since 2007, our volunteers have given **\$4 million** in billable time to non-profit Weekend for Good participants.

But we're about more than websites. Our core value is ensuring equitable access to technology in its myriad forms. Our programs work towards bridging the digital divide, leveling the accessibility playing field and creating inclusive solutions for underserved communities throughout West Michigan.

And it's hard to put a price on doing good.

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The Direct Impact of Your Donation

"The Heritage Hill Association felt privileged to be selected among the 2023 cohort to receive website updating service from the experts at Code for Good. After 15 or more years of low-budget/basic level care and attention to our website, the expert volunteers brought us from text-heavy and extremely dated to sleek and user-friendly. Our users and constituents are thrilled with the accessibility and clarity our new website brings.

Thank you, Code for Good West Michigan!"

<https://heritagehillweb.org>

Barbara Draughon
Executive Director
Heritage Hill Association

"Weekend For Good was full of energy and overall, a great experience. Our team of volunteers worked with our organization to build a user-friendly website that has brought in more clients and allowed us to take back control. Our organization also learned helpful tips for non-profits to use for fundraising and reaching a larger target audience.

Code for Good's excitement and willingness to help was exhilarating and we are so thankful to have been a part of this event."

Denise Adams
Administrative Assistant
The Fountain Hill Center
<https://fountainhillcenter.org>

What Your Sponsorship Makes Possible



Your Donation is Tax-Deductible

Code for Good is a registered 501(c)(3) non-profit organization, which means your donations are not just contributions but also opportunities to make a difference while enjoying tax deductions. (Consult your tax professional.)

1 Local Solutions for Real-World Problems

While providing objectivity and pinpointing new or unforeseen technical issues, our tech volunteer experts help non-profits capitalize on opportunities to grow their organization and boost efficiency.

2 Access to Relevant & Custom Tech Solutions

Many underfunded organizations lack equitable access to technical professionals well-versed in the latest technologies for their software and system architecture needs—that's where Code for Good comes in.

3 Collaborative Consulting & Amplifying Voices

Our professional web and technology volunteers often take centerstage. Still, teams also include marketing consultants, project managers, graphic designers and content writers who leverage their talent and experience to create or refresh cohesive branding and messaging.

4 Transformative Change

Our dedicated volunteers have sparked digital transformations for non-profits. We've opened new marketing avenues, provided branding refreshes, customized widgets, enhanced site security, improved accessibility, established analytics, and set up efficient automated CRMs and donor tracking systems.

Sponsors

You'll Be in Good Company.

These organizations have provided the financial support needed for Code for Good to build a vital and engaged citizenry. Code for Good can achieve its goals thanks to these incredible supporters and their commitment to solid organizations and responsible financial stewardship.

Some Of Our (Really Awesome) Sponsors:



Sponsorship Tiers

	Kilobyte \$500	Megabyte \$1,000	Gigabyte \$1,500	Terabyte \$2,000	Petabyte 2,500
Logo on website and sponsor badge for your site	✓	✓	✓	✓	✓
Social media shoutout	✓	✓	✓	✓	✓
Spot at the Weekend for Good "swag" table		✓	✓	✓	✓
Logo on Weekend for Good signage and badges			✓	✓	✓
1 Presentation table at Weekend for Good				✓	✓
2 Presentation/demo at Weekend for Good					✓
Postings to CFG Job Board					✓
3 Weekend for Good Title Sponsor					✓

In-kind Donations (Custom Donations)

We also accept in-kind donations such as food and drink at Weekend for Good, partnerships, and other creative opportunities for participation. Let us know how you'd like to help.

- 1: Get a table for the weekend to display any promotional materials or projects you want to show to attendees
- 2: Get time to speak to the WFG audience before our mix-and-mingle event, and enjoy your own table at the event to continue the discussion off-stage
- 3: Event is co-branded with your logo and brand name. Example: "Weekend for Good - Powered by [Your Awesome Company]"

Ready to Give?

Donate online at codeforgoodwm.org/sponsor-online/

Or mail your check, payable to
Code for Good WM

3610 Running Brook Drive SE,
Grand Rapids, Michigan 49512.



Have Questions or Sponsorship
Ideas? Contact us at

sponsor@codeforgoodwm.org



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