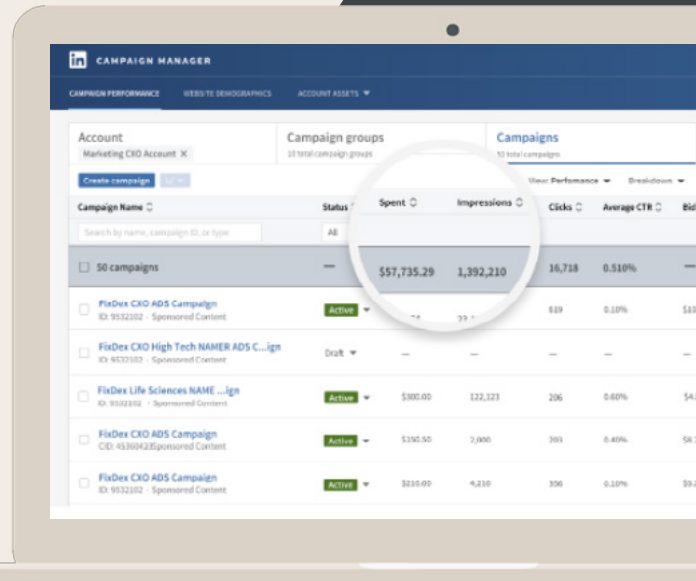


Introducing LinkedIn Marketing Solutions for Nonprofits

Put your nonprofit's message in front of LinkedIn's 756M+ engaged and active members—or target highly specific audiences that you need to reach. LinkedIn's powerful marketing solutions help organizations raise awareness, encourage action, and connect with more people who can help you move your mission forward.



Achieve your nonprofit's goals with a range of different ad formats

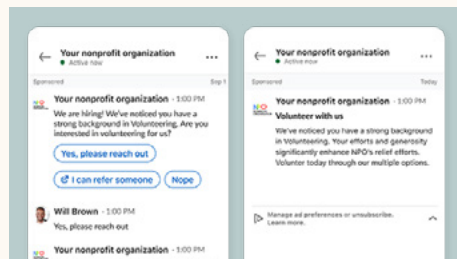
Sponsored Content

Promote events, captivate with video, or tell a story with a swipeable carousel of images—all directly within your audience's news feed.



Sponsored Messaging

Spark interest and get the conversation started with direct, one-to-one messages on a professional platform your audience trusts.

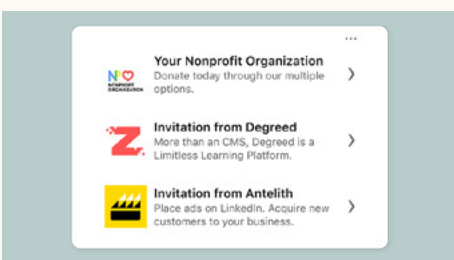


Compared to traditional email, sponsored messaging can help you achieve

2x higher open rates

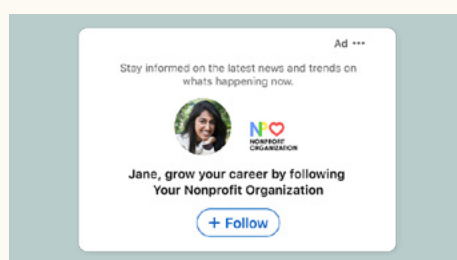
Text Ads

Drive traffic to your website or landing page with simple ads targeting the people you want to reach the most.



Dynamic Ads

Capture your audience's attention with ads that are automatically personalized to each member.



2x higher engagement

Get more from LinkedIn Marketing Solutions

Set your own budget

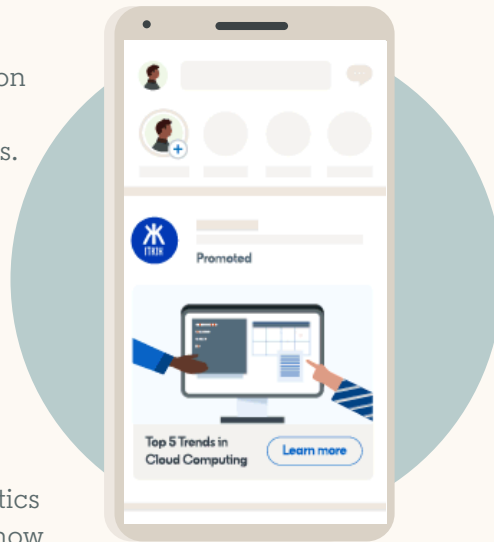
Easily control your spend with pay-per-click (PPC) or cost-per-impression (CPM) pricing options—and no contracts or long-term commitments.

Target the right people

Put your ads in front of your ideal audience using LinkedIn's precise professional data or bringing your own.

See what's working

Leverage LinkedIn's intuitive analytics and reporting features to measure how your ads are performing and make adjustments to optimize your results.



Bundle LinkedIn Marketing Solutions to amplify your success

Sales Navigator

Take your fundraising and development efforts to the next level by finding, researching, and engaging with the right connections and decision makers.

Career Pages

Showcase your nonprofit as an employer of choice by discussing your mission and what it's like to be a part of your organization.

LinkedIn Jobs

Fill open roles at your nonprofit faster with easy-to-post jobs, targeted promotion, and intuitive candidate management features.



“One thing we really like about LinkedIn is being able to precisely target audiences through paid promotions. We ran a campaign for Spanish, English, and Portuguese speakers on LinkedIn. Being able to give members the content in their own language has been huge.”

Madeline Van Tassel,
Associate Director of Digital
Content Strategy,
[The Nature Conservancy](#)

Discover resources to help you plan, hire, and develop a winning marketing team

[LinkedIn Talent Insights](#)

[LinkedIn Recruiter](#)

[LinkedIn Learning](#)

Elevate your nonprofit's marketing strategy with marketing solutions from LinkedIn for Nonprofits

Contact us to learn more: nonprofit.linkedin.com/market/contact-us

LinkedIn for Nonprofits