FAWCO is the largest international network of independent associations representing private American citizens overseas. It is comprised of 60 member clubs worldwide representing around 10,000 members. It is a non-partisan 501 (c)(3) U.S. corporation. FAWCO is recognized Non-Governmental Organization (NGO) with consultative status to the Economic and Social Council of the United Nations.

Since 1931, FAWCO has brought together inspiring women working towards common goals of peace, multicultural understanding, and international goodwill; supporting women and girls; and defending the rights of Americans living overseas. FAWCO supports the work of these activities through conferences and regional meetings, our website, e-bulletins and newsletters, and print and online magazines.

FAWCO has four qualities that excite advertisers:

1. Worldwide distribution!
2. A target audience of highly educated and successful women, predominantly in the key 25-55 year age bracket.
3. Brand association with an organization of highly supportive and loyal members.
4. Numerous advertising platforms allowing members to immediately interact with advertisers for products and services.

FAWCO communicates with its members via a well-planned strategy combining electronic and print products and through face to face events:

- Website: [www.fawco.org](http://www.fawco.org)
- FAWCO’s online magazine Inspiring Women
- Monthly e-newsletter “News in Brief”, quarterly e-newsletter “Connections - Letter from Headquarters” and quarterly “Presidents’ Post”
- Monthly and quarterly e-bulletins from FAWCO Special Issues Teams
- Sponsorship opportunities: workshops, regional meetings, and Biennial Conferences

FAWCO’s advertising team will work with advertisers to create a “bespoke” advertising schedule that maximizes impressions and reach to FAWCO members that suits their products and services as well as their budgets.

We look forward to working with you!

Elsie Bose
Advertising and Sponsorship Manager
Descriptions of FAWCO Advertising Platforms

FAWCO Website: www.fawco.org

- Targeted readership is FAWCO club members, Americans living overseas or preparing to do so, and internationals with an interest in the US.
- Averages 18,000 unique visitors and 45,000 page impressions per quarter.
- Recently revised, it is easy to move from page to page.
- High profile on search engines such as Google; e.g. FAWCO is one of the top results for “American women overseas” or “American women’s clubs”. People contemplating a visit or a move overseas are certain to find the FAWCO website.

Advertising options on the website: Prices per year (in black). Six month program only available when purchased with another platform (in red).

- Logo link on the homepage - $1200/$650
- Logo link on website section front page - $800*/$450
- Logo link on individual section topic page - $500*/$275

All new advertisers will be introduced with a 50 -100 word welcome describing your company and its services in the “Visit our Advertisers” section of the homepage for the first 30 days of your contract. To include the company description beyond the 30 days, please refer to the Advertising and Sponsorship Manager.

*Discounts are available for multi-page purchases
**Inspiring Women Online Magazine**

Published quarterly, this magazine profiles the lives of members of FAWCO clubs who have used their skills, talents and passions to make an impact in the global community.

- *Inspiring Women* is published in a magazine format that allows advertisers to present and describe their products and services in a traditional print style manner.
- A unique online format that allows readers to immediately interact with advertisers for products and services with a link to your website.
- Emailed to all FAWCO club presidents and representatives to be forwarded to their club members. The magazine also has its own direct subscriber list.

**Advertising options in Inspiring Women:**

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<tr>
<th></th>
<th>Four Issues</th>
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<td>Full page</td>
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<td>Half page</td>
<td>$1600</td>
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**E- Newsletters** (Prices are per year)

FAWCO publishes three electronic newsletters: “News-in-Brief” published monthly, “Connections - Letter from Headquarters” and the “Presidents’ Post” published quarterly. All are distributed to key leaders in our clubs, Presidents, FAWCO Representatives and members who wish to subscribe. The newsletters are distributed by email provider MailChimp.

**Advertising options for Electronic newsletters**

- Logo link on all Electronic Newsletters/Bulletins for one year: $875
- Ad or sponsored content with logo provided by the advertiser placed in “Thanks to FAWCO’s Partners” (150-175 words) for one year: $1800

**E-Bulletins** (Prices are per year)

**UN Issues, US Issues and Target E- Bulletins**

FAWCO bulletins from our UN, US and Global Issues Teams are distributed to members who have subscribed to these bulletins averaging about 250-400 per bulletin. The bulletins are distributed by the professional mass email provider MailChimp and provide an opportunity for a logo link.

**US Issues Bulletin**

- **US Liaison Bulletin**: Updates from Washington on the Americans Abroad Caucus, Overseas Americans Week, voting issues, citizenship, banking, taxation and other ongoing legislative issues affecting Americans overseas. (3-4 issues per year) $220

**UN Issues Bulletin**

- **UN Liaison Bulletin**: Updates, articles and blogs on issues as they relate to FAWCO’s work at the UN. (4 issues per year) $245

**CHOOSE BOTH FOR $375**
TARGET BULLETIN

- Bulletins providing regular updates on the FAWCO Target Program- Health: Promoting Well-Being and Healthy Lives for Women and Girls. (10 issues per year) $500

Sponsorship Opportunities

FAWCO provides resources to help clubs and members develop new skills, learn new techniques, and get information about many different topics like fundraising, management, social media and much more.

FAWCO Club Workshops Sponsorship

FAWCO Club Workshop sponsors are able to offer their workshops to our clubs and our nearly 10,000 members. FAWCO’s Club Workshops Coordinator will liaise with you to make sure that your workshop information is publicized in a professional and timely fashion and all workshop material is posted to the FAWCO website. She’ll assist you in scheduling workshops with our clubs or members and follow up on details regarding the event. FAWCO’s goal is to create the best experience for our FAWCO organizations and our partners.

Sponsors that have online workshops - FAWCO will work with you to promote live and pre-recorded virtual workshops on various topics.

This year FAWCO will introduce a new category of workshops “Member Enrichment”.

Sponsor companies will be able to:

- Offer their workshops at FAWCO clubs worldwide via our website.
- Offer their online workshop directly to our members.
- Publicize their workshops in our Monthly News in Brief
- Link their website to FAWCO via placement of their logo on the Club Development landing page and pages under that “tab”.
- Receive discounted rates for FAWCO IM/Conference Workshop Sponsorship packages. This sponsorship gives companies face-to-face access with FAWCO Leaders and Representatives. (Details available from the FAWCO Advertising Manager.)

Price for 12 months - $1,000 per year.

Meeting FAWCO Decision Makers and Influencers

FAWCO offers advertisers the opportunity to meet our Presidents, FAWCO Representatives and active FAWCO members at our Biennial Conferences and Interim Meetings. Advertisers can present their services in workshops as well as meet FAWCO club leaders at meeting events. Advertisers can underwrite FAWCO special events or projects.

Sponsorship support is highlighted across all advertising and event channels. For information on sponsorship opportunities, please contact: advertising@fawco.org