



Other Opportunities to Connect with Current and Prospective Clients

Affiliating with CASE as an Educational Partner and having your company's listing available to members through the online Yellow Pages is the route that nearly 200 for-profit firms have taken to reach CASE's audience of more than 55,000 advancement professionals around the globe. We offer many other opportunities as well, including advertising in CURRENTS and the CASE conference exhibitions, and CASE mailing-list rentals.

For more information about these opportunities, contact Carolee Summers-Sparks at +44(0) 7448-9948 or summers-sparks@case.org.

CASE Europe

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London, E1 7LS
UK

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

1307 New York Avenue NW
Suite 1000
Washington, DC 20005-4701
USA

www.case.org

Educational Partner Application

Consider the Benefits of Affiliation

CASE invites commercial firms that serve institutional advancement to affiliate with CASE as Educational Partners. CASE offers Educational Partners a choice of three levels of benefits: Gold, Silver, and Bronze.

The benefits at these levels vary according to the number of Partner Representatives who receive CURRENTS magazine, access to the CASE online Membership Directory; the number of individuals, categories and addresses listed in the CASE online Yellow Pages; the number of free listings and links in the online Yellow Pages; and the discounts available on CASE products and services.

Discounts on CURRENTS Advertising

CASE offers discounts to Bronze-, Silver- and Gold-level Educational Partners for

advertising in CURRENTS, the award-winning magazine.

Online Access and Conference Discounts

Educational Partners at all levels gain valuable exposure to CASE members by accessing members-only sections of the CASE Web site (www.case.org) and online Membership Directory.

Educational Partners are listed in the online Yellow Pages with complimentary links to company email addresses or websites.

All Educational Partners who attend CASE conferences receive additional discounts. If you have questions after reviewing the summary of benefits below, please contact Carolee Summers-Sparks at +44(0) 7448-9948 or summers-sparks@case.org.

Level	Partner Representatives	Annual Dues	Additional Representatives
Gold	5	£3,100	£140 each
Silver	3	£1,575	£140 each
Bronze	1	£785	£140 each

Partner Representatives receive the following benefits, regardless of their affiliation level:

- A listing in the online Yellow Pages
- A subscription to CURRENTS, CASE's award-winning magazine, published nine times a year
- Access to CURRENTS archives and digital editions online
- Discounts on advertising in CURRENTS' Campus Buyers Guide
- Subscriptions to two e-newsletters: *BriefCASE* and *Advancement Weekly*
- Personalized service from the CASE InfoCenter
- Access to monthly podcasts
- White papers on critical advancement topics
- A copy of *Just for Educational Partners*, a quarterly e-newsletter

2011-2012 Application for Companies (CASE Europe)

Benefits by Level of Partnership (2011-2012)		Gold	Silver	Bronze
Annual Membership Base Dues		£3,100	£1,575	£785
	Company Partner Representatives: Receive added premium-level benefits including subscriptions to CURRENTS magazine and the quarterly Educational Partner e-newsletter; name listing with email link in online Yellow Pages; personalized service from the CASE InfoCenter; access to online members-only resources; and access to the online CASE Membership Directory.	5	3	1
	Company Staff Representatives: Receive standard-level benefits including discounts on CASE products and services.	Unlimited		
Online Yellow Pages	Primary Company Listing: Company name, address, toll-free, phone, fax, e-mail link, and Web site link.	Yes	Yes	Yes
	Company Partner Representatives: Individual's name, title and e-mail link.	5	3	1
	Product/Service Category Selection(s) (Additional categories available for £35 per category.)	3	2	1
	Company Description: (Length of description may be extended at a cost of £15 per 25 words.)	up to 50 words	up to 50 words	up to 25 words
	Company Logo	Yes	N/A	N/A
	Additional Company Location Listings: Address, toll-free, phone, fax, e-mail link and Web site link. (Additional locations may be added for a fee of £35 per location.)	9	4	0
Marketing & Advertising Opportunities	Discount on CASE membership mailing list rental (postal addresses for more than 55,000 advancement professionals worldwide; third-party email distribution.)	1 free list up to 10,000 names	Yes	Yes
	Discounts on exhibit fees at CASE conferences.	Yes	Yes	Yes
	Discounts on CURRENTS display advertising.	15%	10%	5%
	Discounts on CURRENTS Campus Buyers Guide listings (in USD).	\$300	\$200	\$100
Products & Services	Discounts on CASE conference registration fees.	Yes	Yes	Yes
	Discounts on CASE books and products.	Yes	Yes	Yes
	Participation in CASE listservs.	Yes	Yes	Yes

2011-2012 Application for Companies (CASE Europe)

1. Choose an affiliation level

	Level	Partner Representatives	Staff Representatives	Annual Dues
<input type="checkbox"/>	Gold	5	unlimited	£3,100
<input type="checkbox"/>	Silver	3	unlimited	£1,575
<input type="checkbox"/>	Bronze	1	unlimited	£785

Number of Free Listings in the online Yellow Pages:

Level	Product/Service Category(ies)	Primary Company Address	Additional Addresses	Online Link(s) Web and E-mail	Complimentary Descriptive Text
Gold	3	1	9	Unlimited	50
Silver	2	1	4	Unlimited	50
Bronze	1	1	0	2	25

2. Check additional listings

- Additional Partner Representatives over complimentary number: _____ x £140 each = £ _____
- Additional product/service category listings: _____ x £35 each = £ _____
- Additional address listings (includes address, phone, toll-free, fax; e-mail, home page addresses): _____ x £35 each = £ _____
- Additional links to your company's e-mail or home page through CASE's online Yellow Pages or Advancement Links section: _____ x £55 each = £ _____
- Longer description of product/services in company's listing (in 25-word increments): _____ x £20 each = £ _____

3. Choose the correct number of product/service categories allotted to you based on your selections

- | | | |
|---|--|---|
| <input type="checkbox"/> Advancement Services Consultants | <input type="checkbox"/> Credit Card Company | <input type="checkbox"/> Media Buying |
| <input type="checkbox"/> Affinity Cards | <input type="checkbox"/> Digital Asset Management | <input type="checkbox"/> Media Monitor |
| <input type="checkbox"/> Affinity Programs | <input type="checkbox"/> Direct Mail Services | <input type="checkbox"/> Outsourcing |
| <input type="checkbox"/> Alumni Consultants | <input type="checkbox"/> Donor Recognition | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Alumni Directories | <input type="checkbox"/> Enrollment Management | <input type="checkbox"/> Planned Giving |
| <input type="checkbox"/> Alumni Insurance | <input type="checkbox"/> Event Management Software | <input type="checkbox"/> Planned Giving Software |
| <input type="checkbox"/> Alumni Merchandise | <input type="checkbox"/> Executive Search | <input type="checkbox"/> Printing/Publishing |
| <input type="checkbox"/> Alumni Search | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Prospect Management Systems |
| <input type="checkbox"/> Alumni Services | <input type="checkbox"/> Fundraising Analysis | <input type="checkbox"/> Prospect Research |
| <input type="checkbox"/> Alumni Surveys | <input type="checkbox"/> Fundraising Consultants | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Alumni Travel/Fundraising | <input type="checkbox"/> Fundraising Publications | <input type="checkbox"/> Student Recruitment Services |
| <input type="checkbox"/> Annual Giving | <input type="checkbox"/> Fundraising Software | <input type="checkbox"/> Survey Software |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Fundraising Systems Consultants | <input type="checkbox"/> Telemarketing Services |
| <input type="checkbox"/> Communications Consultants | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Training |
| <input type="checkbox"/> Computer Services Consultants | <input type="checkbox"/> Integrated Services | <input type="checkbox"/> Video/Film, CD-ROM |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Internet Alumni Services | <input type="checkbox"/> Web Development |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Market Research | |
| | <input type="checkbox"/> Marketing | |

Company Representatives

Please list additional individuals who should be designated as Partner Representatives. Copy this sheet as needed.

Company name:

Note: Membership coordinators are included in the Partner Representative count and receive CURRENTS, access to the CURRENTS archives and digital edition, and access to the CASE Membership Directory.

TWO WAYS TO REGISTER

Simply complete this application form and fax it with your credit card payment to CASE at +44(0) 7377-5944

Or mail your payment to:
CASE Europe,
FAO:
Membership,
3rd Floor,
Paxton House
30 Artillery
Lane, London,
E1 7LS

You can expect to receive your first issue of CURRENTS and your welcome packet within four weeks after we receive your paid application.

QUESTIONS?

If you have any questions, please contact Carolee Summers-Sparks at +44(0) 7448-9948 or summers-sparks@case.org.

We look forward to welcoming you as a CASE Educational Partner!

Membership Coordinator

Name _____

Title _____

Address _____

City _____

Postal Code _____ Country _____

Phone (incl. country code) _____

Fax (incl. country code) _____

E-mail Address _____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

Partner Representative

Name _____

Title _____

Address _____

City _____

Postal Code _____ Country _____

Phone (incl. country code) _____

Fax (incl. country code) _____

E-mail Address _____

Please indicate primary area of interest:

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- Advancement Services (AS)
- Alumni Relations (AR)
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- Institutional Relations (IR)
- Publications (PU)

2011-2012 Application for Companies (CASE Europe)

Partner Representative

Name _____

Title _____

Address _____

City _____

Postal Code _____ Country _____

Phone (incl. country code) _____

Fax (incl. country code) _____

E-mail Address _____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
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