

# Just Giving Guide

UNIQUE GIFTS WITH A POSITIVE IMPACT.

sojourners

In 2013, Sojourners launched the online Just Giving Guide for individuals wishing to give with justice in mind.

Based on the positive responses we received from readers and advertisers, we are launching another promotion to celebrate **World Fair Trade Day (May 10)**. The timing of the promotion also falls closely to Mother's Day (May 11) and school graduations.

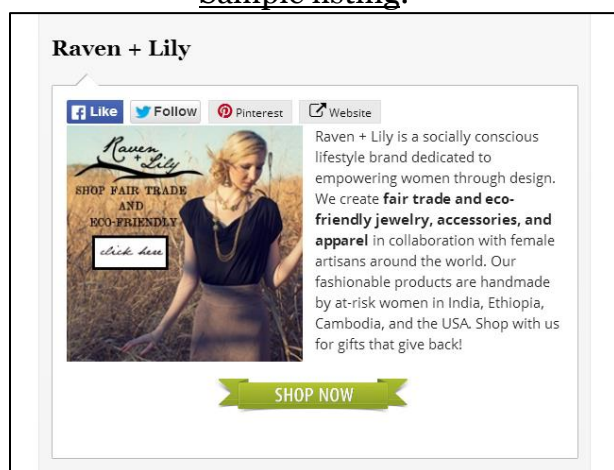
We invite you to **add YOUR listing to the Just Giving Guide!** You can find the Just Giving Guide at [sojo.net/justgiving](http://sojo.net/justgiving).

**Reserve your space in the Just Giving Guide today!**

**For ONLY \$350, you'll get:**

**1 Just Giving Guide listing AND  
20,000 ad impressions on our website  
(a \$450 value)**

Sample listing:



Sample 300x250 banner:



Reservation deadline: **April 25** | Materials deadline: **April 30**

Call the Sojourners Advertising Department **today** at 202-745-4639 or email us at [Advertising@sojo.net](mailto:Advertising@sojo.net). We would love to talk with you!

# Sojourners' Just Giving Guide is *perfect* for:

Fairly traded coffee, chocolate, & other **foods**

**Eco-friendly** products & **handmade** gifts from diverse cultures

**Clothing** & **accessories** made by women earning fair wages

## Why the Just Giving Guide?

- Sojourners represents a **niche audience of forward-thinking, socially conscious people of faith** who are enthusiastic about fair trade, eco-friendly products, spiritual growth, and social justice issues.
- **Increase your social media presence.** We link directly to your website, Facebook, Twitter, and Pinterest pages.
- The Just Giving Guide is marketed to our **220,000** email subscribers and **42,972** Facebook fans, many of whom are already familiar with the guide.
- **We are promoting the guide** with our own web ads AND a **two-week gift giveaway** (May 5-16) to encourage our audience to visit the guide while celebrating fair trade!
- Your listing will stay up **until the end of September**, at which point you will have the opportunity to renew your listing for the 2014 holiday season.



### What our subscribers and advertisers are saying:

"I help my church operate a small alternative holiday gift fair and the Just Giving Guide helps us become more aware of items and companies worth carrying." —Dave McNeely, subscriber

"The guide provided me a way to introduce others to the concept of charitable giving for Christmas and was enthusiastically embraced and promoted by one member of my family who I would have least expected to do so." —Steve Harsh, subscriber

"I was hoping for lots of new visitors, and Google Analytics tracked a large number of new people coming from your page." —Emily Kirwan, Amani ya Juu, advertiser

**Just Giving Guide | [sojo.net/justgiving](http://sojo.net/justgiving)**