

# Welcome to NBIS

A marketing guide  
for getting the  
most of your NBIS  
membership

*Accelerating  
Profitable  
Sustainability*



# Welcome to NBIS

- *What is NBIS?*
  - NBIS (Network for Business Innovation and Sustainability) is the northwest nonprofit that delivers expertise, education, and networking opportunities to business professionals who are leading their companies and communities toward profitable sustainability.
  - NBIS members are companies, organizations and individuals committed to implementing business practices that sustain prosperous companies, thriving ecosystems and valued quality of life.

# Welcome to NBIS

## *Welcome!*

We are pleased to welcome you to the NBIS community, and we want to make sure you take advantage of all the things NBIS has to offer. After all we are about ***accelerating profitable sustainability.***

The following pages detail the opportunities NBIS offers you to showcase your organization and promote your business to other members and the community-at-large.

# Membership Benefits

- *An NBIS membership entitles members to receive:*
  - A free sustainability consultation with NBIS Co-directors Karl Ostrom & Mary Rose
  - Discounts on programs and workshops
  - Invitations to EcoHours and events
  - Awareness opportunities on the NBIS website
  - Encouragement to take advantage of everything NBIS has to offer!



# EcoHour Visibility

## *Host an EcoHour!*

- Let people know who you are and how your company is working to meet its sustainability goals
- NBIS will promote your EcoHour through E-mail announcements to our extensive local community
- Your EcoHour will be promoted on the Home page of the NBIS website and under the events page listing.

*Call Mary Rose to discuss details.*

206-408-7194



# Online Opportunities

## *Member Profile on the NBIS website:*

*(details on next slides)*

- Short description - 100 words + company logo
  - *Seen from: [nbis.org/members.php](http://nbis.org/members.php) page*
  - *Includes web link + a link to your featured longer profile*
- Featured Profile Long description - 500 words
  - *Have your own page featuring your sustainability story*
  - *Talk about your company's goals from a personal POV*
  - *Include 2-3 high quality images*
  - *Seen from [nbis.org/member\\_your-company-name.php](http://nbis.org/member_your-company-name.php)*

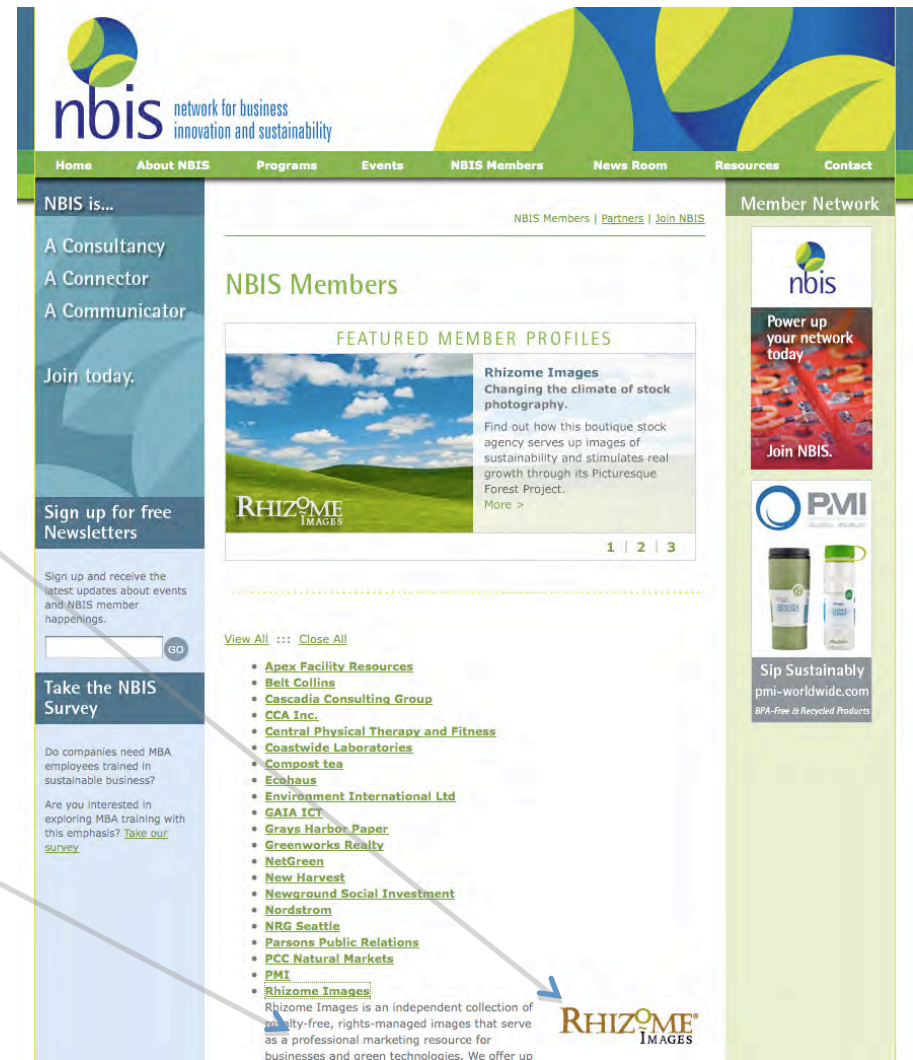
*NBIS Member logo for your company website.*

- *Good for the length of your membership.*



- *Member short profiles*

- Member logo
- 100-word, short description
- 1 Web link
- 1 Link to featured profile when ready



The screenshot shows the NBIS website interface. At the top is the NBIS logo and navigation menu (Home, About NBIS, Programs, Events, NBIS Members, News Room, Resources, Contact). The main content area is titled "NBIS Members" and features a "FEATURED MEMBER PROFILES" section. A profile for "Rhizome Images" is highlighted, showing a landscape image and a short description: "Changing the climate of stock photography. Find out how this boutique stock agency serves up images of sustainability and stimulates real growth through its Picturesque Forest Project." Below this is a list of other member companies, including Apex Facility Resources, Belt Collins, Cascadia Consulting Group, CCA Inc., Central Physical Therapy and Fitness, Coastwide Laboratories, Compost tea, Ecohaus, Environment International Ltd, GAIA ICT, Grays Harbor Paper, Greenworks Realty, NetGreen, New Harvest, Newground Social Investment, Nordstrom, NRG Seattle, Parsons Public Relations, PCC Natural Markets, PMI, and Rhizome Images. A sidebar on the left contains a "Sign up for free Newsletters" form and a "Take the NBIS Survey" section. A right sidebar features a "Member Network" section with logos for NBIS and PMI, and a "Sip Sustainably" advertisement for PMI products.

# Website Visibility

- *Featured Member profiles*

- Highlighted at top of Members page
- 4 companies showcased at any one time
- 500-word profile page
- 2-3 pictures
- Includes link to your website



# Website Visibility

- *Complimentary Ad on the NBIS website:*
  - One sidebar ad that randomly appears in the right column
    - *When a longer member profile exists, ads link to profile first.*
  - Best ads are simple with URL, logo, few words and single image
    - *Ad size = 120 W x 240 H pixels*
    - *Include a 1 pixel rule of #cccccc around border of art*
    - *72 dpi, save as jpg*



- *Join our Ecozome Blog!*
  - Submit articles for the Ecozome Blog to Mary Rose
  - Current referrals *from* Ecozome to NBIS website rank high
  - Contributor links may be added
  - New articles update NBIS **Linked In** and **Facebook** groups
  - Tweet about your article and we will too!



*Don't have an image to go with your article? Let us know. NBIS member, Rhizome Images has an entire library of stock imagery to help you illustrate your story for free. Free usage only applies to articles on Ecozome and all images are subject to copyright restrictions.*

- *Network with NBIS:*

- Join our online groups: **LinkedIn**, **Facebook** and **Twitter**
- Submit questions, news or add to the online discussion
- Tweet with us!

The Facebook logo, featuring the word "facebook" in white lowercase text on a blue rectangular background.

## Next Steps

- *Okay, so what's next?*
  - Schedule a meeting with Co-directors, ***Mary Rose*** and ***Karl Ostrom***
  - Send us your materials: your logo, profiles and web ad
  - Write an Ecozome article
  - Follow the NBIS website and our *Linked-In* and *Facebook* sites for the latest event information
  - See you at the next *EcoHour* or *Accelerating Sustainability* forum.

# Questions?

*For more information on these benefits and opportunities, please contact:  
Mary Rose, Co-Director, NBIS  
206-408-7194 or email at [maryr@nbis.org](mailto:maryr@nbis.org)*

*For questions about ads, pictures, or logo submissions, please contact Jen Pennington:  
206-937-9911 or email at  
[jen.p@rhizomedesign.com](mailto:jen.p@rhizomedesign.com)*

www.nbis.org