



RPCV/W

Returned Peace Corps Volunteers
of Washington, D.C.

RPCV/W is a member driven organization representing more than 3,000 returned PCVs, PC staff, families, and supporters. It is the largest and most active organization of its kind in the world. Our mission is to foster a community of RPCVs and friends in the Washington DC area that embody the spirit of the Peace Corps.

87%
of members report
speaking 2+ languages.

58%
of members report they
are single or dating.

37%
of members are actively
looking for a job.

Why It Matters

Peace Corps Volunteers return to the United States and their communities with leadership skills, an attraction for community service, an understanding of cultural diversity and awareness, and an affinity for civic engagement. Since 1978, RPCV/W has energized the local RPCV community through advocacy, community service, professional development, and mentoring.

Our membership represents individuals across a wide array of sectors including: nonprofits, international development, federal government, consulting, and entrepreneurship. Notable RPCVs include Reed Hastings, founder and CEO of Netflix; Michael McCaskey, chairman of the board of the Chicago Bears; Chris Matthews, host of NBC's Hardball; Lillian Carter, nurse and mother of President Jimmy Carter; and Joe Kennedy III, U.S. Representative from Massachusetts.

Our Programs

Our members receive a significant return on their membership with monthly social events, access to established professionals through professional development and mentoring resources, community service volunteer opportunities, discounts to our annual special events, and discounts to partner businesses and services. In addition to membership benefits, we sponsor a nonprofit that shares our goals and values as part of our Partnership for Peace program. We award a cash grant, organize volunteer support, and advocate for their cause through our social network. Your funding supports our member programs in addition to our Partnership for Peace.

Partnership Opportunities

RPCV/W provides value to our members through strategic partnerships with like-minded nonprofits, companies, and RPCV run businesses. Our partnerships incorporate advertising, brand recognition and publicity, in-kind donations, special events, RPCV/W member discounts, etc. Partnerships are approved by RPCV/W's Development Director. To learn more email development@rpcvw.org and visit www.rpcvw.org. Our 501(c)(3) is 52-1194965.



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2017 Advertising

Promote events, causes, creative projects, and services that align with RPCV/W's mission. Ask about our nonprofit rate! For more information, email Development@RPCVW.org.

Banner 1200 x 400

Ads are available in 3 sizes with priority placement below the newsletter banner.

Received by 3,200 subscribers

Open rate of 27.3%

Average click rate of 3.3%

Pricing

1 month

Small \$180 | Medium \$400 | Banner \$500

Priority Placement \$600

3 months

Small \$500 | Medium \$1,000 | Banner \$1,300

Priority Placement \$1,600

6 months

Small \$900 | Medium \$1,900 | Banner \$2,400

Priority Placement \$2,600

Added Value

Self-promote in our popular Facebook group (5,000+ members) during the week(s) your ad is in the newsletter at a rate of one post per week.

Small

370 x 228

Medium

370 x 456

Up to 50 characters of text can be included underneath an image with a hyperlink.

Submit as JPG or PNG under 1 MB.



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2017 Sponsorship

Sponsorships reach 3,000+ highly educated professionals with strong leadership skills, an understanding of cultural diversity and awareness, and an affinity for civic and community engagement. For more information, email Development@RPCVW.org.

71%

of members are 25-34 years old. 17% are 35-44 years old.

27%

of members joined for networking & professional development.

56%

of members have a Master's Degree. 31% have a Bachelor's Degree.

37%

of members are actively job hunting.

\$5,000 Talent Recruitment Sponsor

- Opportunity to host a 2-hour happy hour recruiting event for 50 members
- Opportunity to host a RPCV/W community service or social event
- Six month medium advertisement in RPCV/W's weekly newsletter
- Brand recognition and publicity on RPCV/W's website, blog, and social media
- Recognition and opportunity to speak at one of our annual major events
- Invitations to attend RPCV/W professional development and networking events

\$3,000 Networking Sponsor

- Opportunity to host a 2-hour happy hour recruiting event for 50 members
- Six month medium advertisement in RPCV/W's weekly newsletter
- Invitations to attend RPCV/W professional development and networking events

\$1,000 Event Sponsor

- Brand recognition, publicity, and short speech at Summer BBQ or Holiday Gala
- One month small advertisement in RPCV/W's weekly newsletter