



May, 2017



Dear Berkshire Business Friend:

I am writing to introduce you to *Connections*, a new bi-annual magazine for the nonprofit sector of the Berkshires. Published twice yearly in July and January, *Connections* will be designed and printed locally, funded in part by the Nonprofit Center of the Berkshires along with local advertising partners like YOU!

*Connections* fills a gap in our nonprofit sector. There is no printed publication JUST for nonprofits. Given that Berkshire nonprofits support nearly 24,000 full and part-time jobs and generate \$1.6 billion in revenue annually, there is no question that this vibrant group should have its own vehicle to share information and to connect, not only with each other, but also with the community that supports and benefits from them.

We all want to feel more connected. I hope this magazine makes that possible in many ways. Edited by exceptional writer Hannah Van Sickle Barrett, *Connections* will feature engaging profiles of nonprofits, articles on issues of regional and national interest, and columns featuring different voices in our community (including young professionals, legislators, executive directors and funders). Add to that a gala calendar, event photos, and practical information, and we've got the recipe for an excellent resource for the nonprofit sector and all those who take an interest in our work.

For a peek at the design, go to [npcberkshires.org](http://npcberkshires.org) and click on the “magazine” link in the home page text.

***Today I'm writing to ask for your support for this brand new publication.*** Our ad rates make it possible for businesses of all sizes to participate.

Please use the form on the back of this letter (or pay online at [npcberkshires.org/shop](http://npcberkshires.org/shop)) to participate in the inaugural issue. I'm grateful for our supportive business community and the crucial role it plays in underwriting projects like this!

All best,

Liana Toscanini  
Executive Director

Nonprofit Center of the Berkshires, 40 Railroad Street, Ste. 10, Great Barrington, MA 01230

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# connections

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Notes: \_\_\_\_\_

Extended deadline for artwork and  
payment is May 31, 2017

Inaugural issue: 1000 copies

Digital version will be available online

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