

2020-21 Resource Directory Guide to Congregations & Community Resources

Covers Eastern Washington/North Idaho

Distributed to more than

1,400 Congregations across faith spectrum

Distributed to more than

4,000 Social Service Agencies/Programs

Distributed and used by

Food Banks & Homeless Programs

Community Centers & Programs

Senior Services & Retirement Communities

Child Care and Preschool Centers

Colleges and Universities

Department of Social & Health Services

Spokane Public Schools & MORE

Circulation of more than

16,000 copies

Published online

12,000-24,000 visits;

40,000-60,000 page views/month

Includes:

Comprehensive directory of community resources

A much-used compilation of social services offered by nonprofit and faith communities and by government agencies that provide

- human services and health care
- services for children, families, seniors & veterans,
- information on environmental & justice education, advocacy arts and culture.

Expanded directory of area faith communities

With contact names, emails & websites

Local and global outreach & service programs



1323 S. Perry St., Spokane, WA 99202

509-535-1813, 216-6090 or 535-4112

resourcedirectory@thefigtree.org • www.thefigtree.org

"The directory helps the Mission Community Outreach Center connect low-income people with basic resources they need—clothing, household goods, and hygiene items—and with further resources."

—Mark Kinney

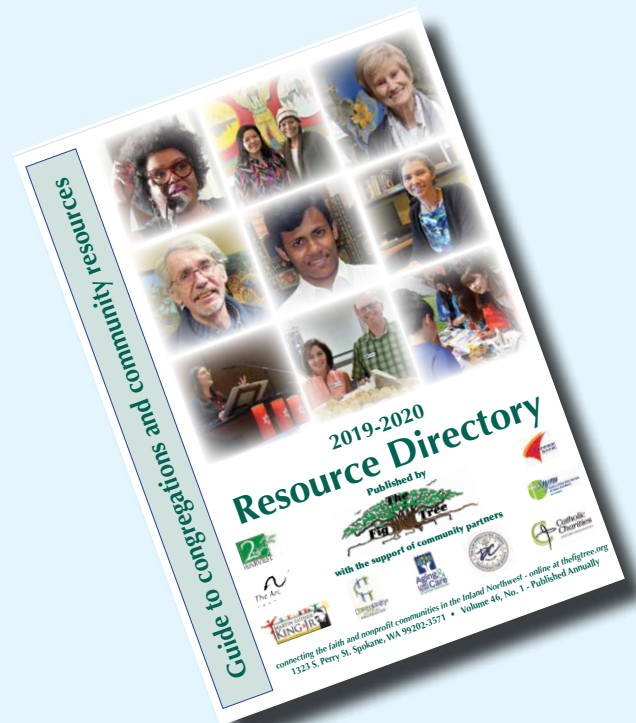
Mission Community Outreach Center volunteer

"Concern for humanity can be addressed in so many ways. Whenever we grew weary and thought we were alone, we could go to The Fig Tree and Resource Directory to be reminded of the immense capacity for human good that reigned throughout the Inland Northwest."

— Norm Gissel - Kootenai County Task Force for Human Relations

"When we serve hungry people, we want to make sure it's not just feeding someone today, but helping them feed themselves tomorrow, so they are healthier, happier and more prosperous. That involves community resources. The Resource Directory is fundamental to that."

— Jason Clark - Second Harvest



**Reach faith & nonprofit,
human service & justice,
educational & cultural, health
care & senior communities
in the Inland Northwest!**

ADVERTISING RATES – 2020-21 Resource Directory: Guide to Congregations & Community Resources

Ad Placement

We place your ad in the category or categories relevant to your products/services.

General Space

Some prefer their ad to catch the eye of all directory users, not just those searching in a specific category. We offer advertising space in the congregation listings and index.

Premium Space

High-traffic areas include the back cover, inside front cover, across from emergency/crisis and in the table of contents.

General Advertising / Underwriting Rates

Black & White ads

Full page	(7.5" w X 9.5" t)	\$975
3/4 page vertical	(5.625" w x 7" t)	\$775
1/2 page horizontal	(7.5" w X 4.65" t)	\$550
1/2 page vertical	(3.6875" x 9.5" t)	\$550
1/4 page	(3.6875" w X 4.65" t)	\$375
1/8 page	(3.6875" w X 2.25" t)	\$220
Basic	(3.6875" w X 1.45" t) (1.82" w X 3" t)	\$160

Premium Space - Color on Cover & Insert

Inside front cover, across from table of contents

Inside back cover, across from emergency listings

² color ad on regular pages near center of directory

		cover	inside center
Full page	(7.5" w X 9.5" t)	\$2,450	1,500 ²
1/2 page	(7.5" w X 4.65" t)	\$1,250	850 ²
1/4 page	(3.6875" w X 4.65" t)	\$650	500 ²
1/8 page	(3.6875" w X 2.25" t)	\$350	250 ²
basic	(3.6875" w X 1.45" t)	n/a	150 ²



Next Deadline
Confirmation & Copy
March 31, 2020

Publish Date
July, 2020 Distribution
Mail in Summer
Bulk Delivery in
August & September



Mary Stamp & Malcolm Haworth
Ad Coordinators

509-535-1813, 216-6090
ads@thefigtree.org

The Fig Tree

covering faith in action in the Inland NW

1323 S. Perry St., Spokane, WA 99202

resourcedirectory@thefigtree.org

www.thefigtree.org

Published in partnership with more than 15 Community Partners

Resource Directory Informs, Inspires and Involves People

Jason Clark – Second Harvest

At Second Harvest, we get healthful food to people every day. That happens through the fabric of our community. We have 8,000 volunteers. Dozens of local organizations, neighborhood churches, food pantries and meal programs feed thousands of people every week. When we serve hungry people, we want to make sure it's not just feeding someone today, but helping them feed themselves tomorrow, so they are healthier, happier and more prosperous. That involves community resources. The Resource Directory is fundamental to that. It's an amazing source of information people can use. We are grateful for the work that goes into it, and we're proud to support and help distribute it through our network of food banks. If we forget to send it, they call and want to know where their copy is and when it's coming. It helps us do our mission.



Sima Thorpe - The Arc of Spokane

The Fig Tree makes the invisible visible. Those on the margins of society, not included and behind-the-scenes warriors for social justice are welcome in The Fig Tree's fold. Disability is dehumanizing. The Arc sees its constituents as people with potential and part of the community. With jobs and job development needed for people with developmental disabilities, our constituents became part of the work force that deliver Resource Directories—4,000 copies of them. The Fig Tree is a force for involvement and inclusion. It lifts into light those we need to see.



Theresa Hart - Newby-ginnings

The Fig Tree recently wrote an article about Newby-ginnings, telling how we began because my son, Rick Newby, was killed in Iraq in 2011. I started Newby-ginnings as a veterans' support program with a thrift store. We also provide information on resources. That is where the Resource Directory comes in. I have copies on my desk. They look like my Bible, because there are sticky notes everywhere, and highlights and pencil markings in the margins. We get a case of them, so



we can provide it to some of more than 2,800 families who come to us. Others have tried to pull together resource directories, but this one is unbelievable. It is the most comprehensive I've seen. Thank you for making my job easier.

David Brookbank - social worker

As a social service worker, I find the Resource Directory gives people access. I work with homeless people, working poor, elderly and destitute people, some in houses and some not. I walk through the directory with them. It's an amazing directory. It has a little of everything. I show the tabs and take them to the page related to their needs. Half the resources are for services and half are for life-enriching resources. I tell them all the agencies hire people and use volunteers so they can become a resource for their family and friends. If they are homeless, I encourage them to leave it here and come back. I urge others to leave it at a house where there are others who need it. I put it into the hands of people who need it and make sure they know how to use it.



Amber Waldref - Zone Project

In my work in Northeast Spokane, we refer people to resources. I ask if they have a directory. It's synonymous with information. It's in a one-stop location. It's fast. It's easy. It's up to date annually.

Mike Bullard - Volunteer Organizations Active in Disasters

Many volunteer and faith-based organizations work together as Volunteer Organizations Active in Disasters (VOAD), using donated resources and volunteer labor to rebuild houses in the wake of wildfires that ravaged Washington and Idaho in recent summers. I used a list of VOAD partners and the Resource Directory. Disaster relief is not just sending money to the Red Cross. It's part of everyday life. There are vulnerable populations all over the world and in our own area. Disaster response is how we work together to heal communities and make them whole again.



Norm Gissel - attorney with the Kootenai County Task Force for Human Relations

As the Kootenai County Task Force for Human Relations dealt with the positive responses to hate for 30 years, it was a difficult time. Sometimes we believed we were acting in isolation. For me, The Fig Tree shared knowledge that the values we held were shared by so many. Concern for humanity can be addressed in so many ways. Whenever we grew weary and thought we were alone, we could go to The Fig Tree and Resource Directory to be reminded of the immense capacity for human good that reigned throughout the Inland Northwest.



Hershel Zellman - Spokane County Human Rights Task Force

I'm on the two-year-old Spokane County Human Rights Task Force. Early on, we wanted to catalogue the human rights groups in the county. We thought it would be an onerous task, until a member suggested looking at the Resource Directory. It listed every human rights organization. Mission accomplished! Thanks Fig Tree!



Freda Gandy - Martin Luther King Jr. Family Outreach Center

The Resource Directory covers human service agencies and helps service providers connect with resources. It is so necessary to have it available in print, as well as online, because not everyone is able to connect to access it on the internet.



Mark Kinney - Mission Community Outreach

The Resource Directory has helped the Mission Community Outreach Center connect low-income people with resources they needed. The center helped meet basic needs for clothing, household goods, and hygiene items. That was just the beginning of their needs. By using the directory, we connected them with further resources.



Resource Directory Community Partners

Directory Partners help share the resources

Community Partners enrich the quality of life in this region by helping service providers connect and by helping people in need gain access to valuable resources that can change their lives. Agencies appreciate that we provide this service, so their staff does not need to do the research for resource referral, giving them more time to focus on clients' needs. With partners' support, we have increased our circulation to 16,000, based on demand.

Distribution partners expand the directory's effectiveness by putting copies into the hands of more people, enabling their staff and volunteers to network and find resources for clients, and empowering people in need to find the resources they need as they progress beyond their initial needs.

Underwriting partners help support bulk orders for a particular agency or demographic group, or support the publication of more copies of the annual Resource Directory to meet the increasing demand we are experiencing through the year.

Underwriting Partners for Distribution

1 to 10 copies - suggested donation of \$5 per copy
20+ copies - suggested donation of \$4 per copy

General Underwriting Partners

Friend - \$500*

Enthusiast - \$1,000 - 2,500+*

** Logo on front cover and recognition in The Fig Tree*



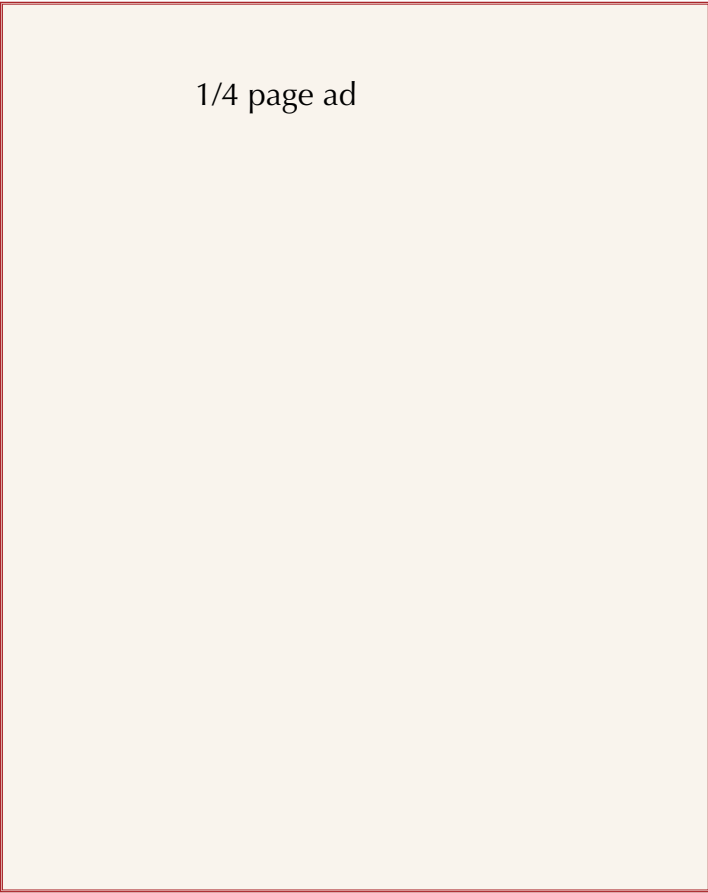
Mary Stamp • 535-1813
mary@thefigtree.org
Malcolm Haworth
216-6090
resourcedirectory@thefigtree.org

Published July, 2020

Distribute
Mail in Summer
Bulk Delivery in
August & September



1323 S. Perry St. • Spokane, WA 99202
509-535-1813 • ads@thefigtree.org

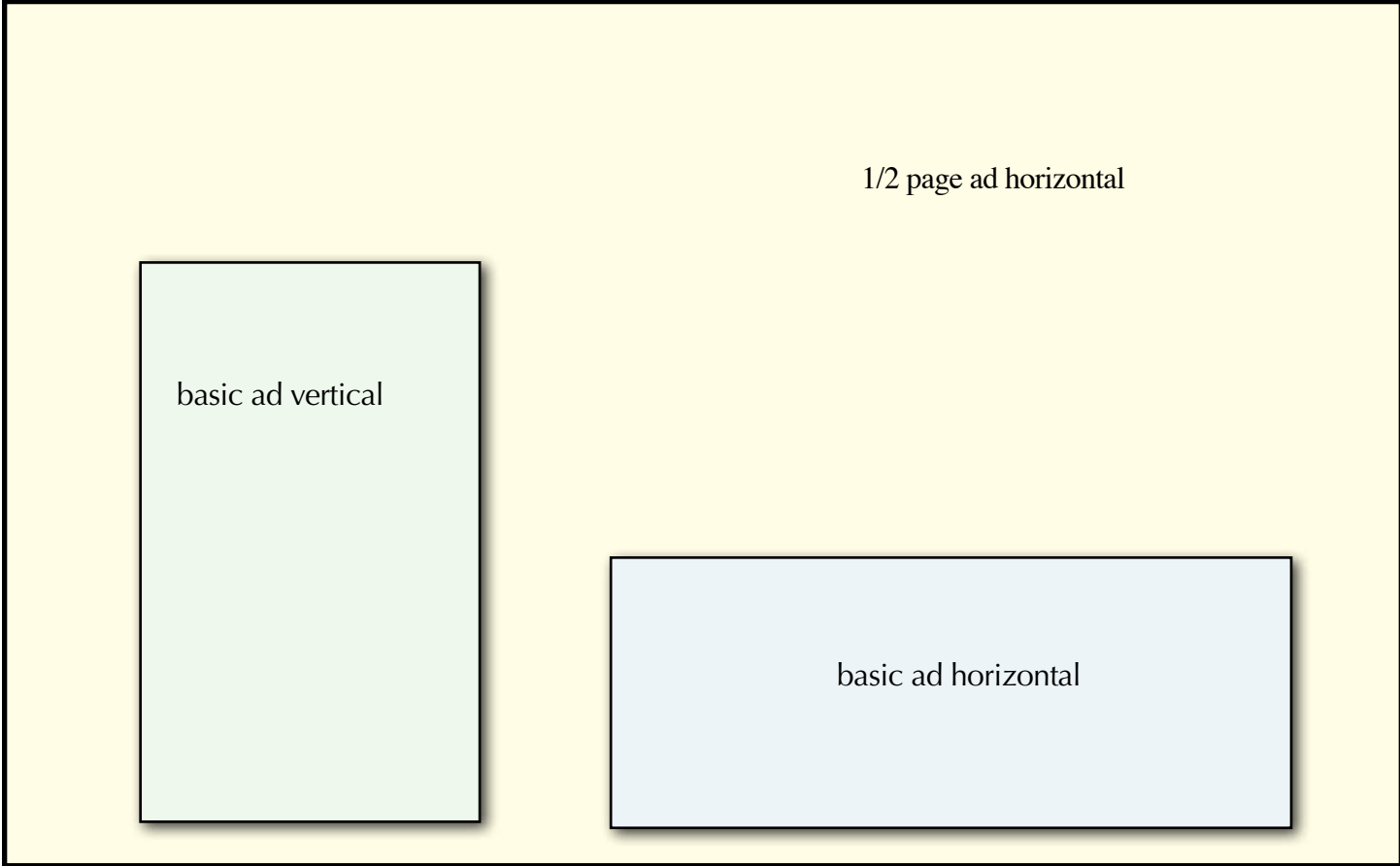


1/4 page ad

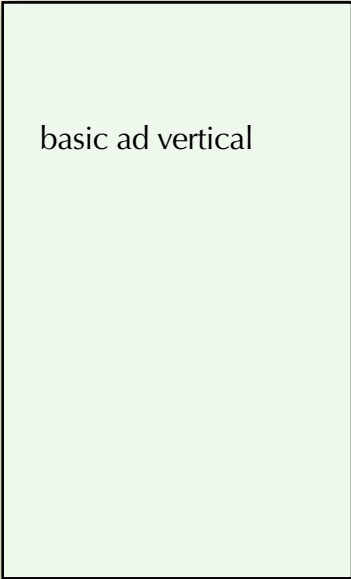


1/8 page ad

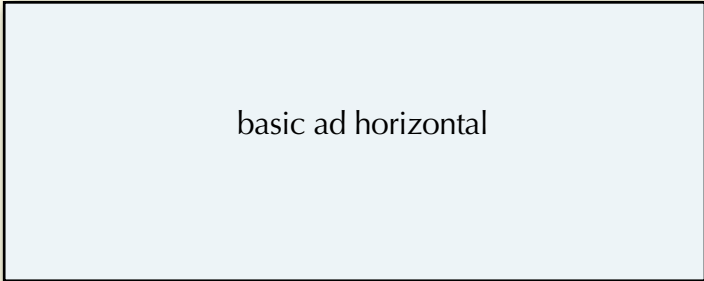
Directory Ad Sizes



1/2 page ad horizontal



basic ad vertical



basic ad horizontal