



APA Sustainable Communities Division 2024 Fact Sheet

In 2023, SCD relied on sponsorships to:

- ✓ **Significantly expand SCD's scholarship program**, hosting member and student attendance for NPC23 and the APA Policy Leadership conference, including expansion of an equity, diversity, and inclusion scholarship.
- ✓ **Recognize plans, projects, and leaders through our Annual Awards for Excellence in Sustainability** and commission videos featuring the award winners, who were celebrated at the 2023 Reception at the National Planning Conference in Philadelphia, Pennsylvania.
- ✓ **Enhance SCD communications** through continued improvements to the website, and frequent updates to members via e-bulletins and e-blasts.
- ✓ **Expand the Climate Champions program**, including development of a strategic plan for the FY23-24 year to complement the work of the broader division.
- ✓ **Initiate new Equity, Diversity, and Inclusion** executive committee positions to lead SCD's EDI work, and launched a new EDI Scholar program for 2023-2024.

In 2024, we will:

- **Target outreach and publicity materials** in support of sustainability planning-related career development among youth and traditionally underrepresented populations.
- **Conduct a profession-wide climate survey** and collaborate broadly within APA to focus future projects.
- **Host an SCD Climate Symposium** focused on key sustainability planning issues and resources.
- **Foster relationships with allied professionals and across APA** to create value added content for members.
- **Encourage greater sponsor engagement and input.**

1,400

DIVISION MEMBERS

1,275

STUDENT MEMBERS

7,589

E-BULLETIN RECIPIENTS

14

GRANTS
AWARDED

\$5,930

IN GRANTS

24

CLIMATE
CHAMPIONS

23

DIVISION
SPONSORS IN 2023

24

ACTIVE
VOLUNTEERS

12

EDUCATIONAL
WEBINARS



338
followers



8.1K
followers



2.2K
followers



1.5K
followers



53
subscribers
& growing!



APA Sustainable Communities Division **Sponsorship Opportunity**

The SCD Vision:
***Empowered planners creating sustainable,
resilient, and equitable communities***

Sponsorship Levels & Benefits for 2024

Your organization's sponsorship of the Sustainable Communities Division provides direct access to thousands of planners and allied professionals working at the forefront of their profession.

Please note that the cycle for sponsorship is aligned with the calendar year and offers sponsorship options based on organization size. Equal benefits are offered to all sponsors, regardless of size, and in the 2024 sponsorship year (January 1, 2024 – December 31, 2024) will include:

Sponsorship Benefits

- Logo and searchable full page sponsor feature on new Division website
- Logo on bi-weekly e-bulletin
- Recognition at all Division-sponsored events, including the reception at NPC
- Recognition on all webinars
- Recognition on social media (Twitter, Facebook, LinkedIn, Instagram and YouTube)
- Regular invitations to share content, opportunities on SCD's cross-posted media
- Priority for participation in special projects, educational and networking events, and juries

Sponsorship by Organization Size

| | |
|--|--------------|
| Twenty (20) or more full-time employees) | \$500 |
| Fewer than twenty (20) full-time employees) | \$300 |