



**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*



# It pays to be an NCA member.

## Here's how much.

National Children's Alliance stands as your voice in Washington, making our response to child abuse a top-tier national issue. As part of NCA's network of some 900 Children's Advocacy Centers, we help you tap into the expertise of CAC pros around the country just like you, with benefits, resources, and training that helps you Elevate Your Game, Share Your Expertise, Amplify Your Voice, and Increase Your Impact to serve kids.

## Your Return on Investment

Every NCA member, no matter what level, gets access to our membership benefits to help improve their practice, strengthen their organizations, and add their voice to the national discourse—up to **\$2,460** worth of valuable benefits every year. That doesn't even include the opportunities for funding, software discounts, and more. You can get an even higher return by accessing more trainings and consultations and by using our program improvement and public awareness tools to their fullest potential.

Annual Value of NCA  
Membership:

**\$2,460**

# Breakdown of Your Membership Value

## Expert Consultations - \$400

As an NCA member, you're entitled to reach out to experts on our staff for consultations. The federally defined value of an hour with an NCA staff expert is about \$80, and many of our members reach out for help frequently—some five or more times each year, for a total of around \$400 in value. Get help with:

- Marketing & Communications
- Mental Health Services
- Fundraising & Development
- State & Federal Government Affairs
- Accreditation & Grants
- Much more!

## Discounted registration - \$50/staff member (for our annual Leadership Conference, and other events)

Your discounted registration for NCA's annual Leadership Conference offers you a rate no one outside the NCA family can get. Its \$50 off for every member of staff you bring to D.C., and usually at least 2 staff members per CAC attend, so the average CAC is saving \$100 or more!

## OMS - \$300

As an NCA member you receive free access to the Outcome Measurement System (OMS) valued at \$300 per year for non-members. OMS offers a unified evaluation system for CACs on an individual, state, and national level. It provides the opportunity for each individual CAC to find bright spots to celebrate, hone in on areas for improvement, and benchmark themselves against the field.

## Online learning opportunities - \$250

NCA leads about 60 webinars each year, free with membership, and exclusively for you. Similar webinars on fundraising, communications, legislative advocacy, mental health implementation, and other topics NCA covers charge about \$25 per session. At 10 per year, you get \$250 in value. Get even more value by attending all our learning opportunities!

## Marketing resources - \$1,410

(stock photos \$360.00 + marketing/educational materials \$800 + fonts \$250)

As a member, use our Customizable Public Awareness Campaigns, marketing materials and brand folder for free, valued at \$1,410.

## The Opportunities Are Endless

There are the benefits all our members receive, and then there are the many ways we offer you to get even more out of your membership. From competitive funding to build and improve your CAC, to statewide grants and projects, to access to the best-case tracking on the market, opportunity knocks when you're a part of the NCA family.

Visit [nationalchildrensalliance.org/membership](https://nationalchildrensalliance.org/membership) to learn more about these member-exclusive opportunities for funding, software, training, and more.

Contact your membership team today at [membership@nca-online.org](mailto:membership@nca-online.org). We'll help elevate your understanding of the tools you have at your disposal, share great ideas from your colleagues from across the movement, amplify your voice, and increase the impact you have for kids and families in your community. After all, that's the real bottom line.