



California Association for Licensed
Professional Clinical Counselors

2022 - 2023

Marketing Prospectus

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Dear Supporter,

The California Association for Licensed Professional Clinical Counselors (CALPCC) has operated since 2009 as an organization committed to advocating for the needs of Licensed Professional Clinical Counselors, associates, and students across the state of California. With an extensive history prior to the start of what is known today as CALPCC, this organization has worked to secure the LPCC license designation in this state as a way to ensure that ALL residents have access to a mental healthcare workforce that is held to the highest of ethical and educational standards.

CALPCC has just over 1600 members and has been growing by leaps and bounds in its short time in existence. With new portability rules, we are expecting exponential growth of LPCC's in the state of California. As the profession grows across the state, so will CALPCC.

A little later in this prospectus, you will get a chance to read a bit more about how CALPCC works to achieve its goals in advocating for our members at the state and federal levels, encouraging ongoing educational pursuits, and adhering to strong ethical standards in practice. I would ask that you pay extra attention to our mission, vision, and goals of the organization for these are our guiding principles. These principles are what run our association and inform our partners who we are and how we operate. These principles also create a culture of accountability for those we serve and those we work with.

We sincerely hope that you will (or continue to) partner with us as we march forward in growing the association

Thank you,



Kenneth F Edwards, MA LPCC (CA 4311) (IL-LCPC)

Executive Director

A Note From The Executive Director



Mission, Vision, and Goals

Mission

To build and support the recognition and effective utilization of Licensed Professional Clinical Counselors (LPCC) in California as distinct and valuable providers within the clinical mental health profession.

Vision

To provide leadership for legislative, advocacy and promotional efforts on behalf of Licensed Professional Clinical Counselors (LPCC) in California.

Goals

- To provide ongoing protection for LPCCs through legislative action, regulatory advocacy, and organized contact with California legislators.
- To protect consumers of counseling services in California by continuing to strengthen qualifications and ethical practice standards for LPCCs in California.
- To promote the understanding and visibility of LPCCs to the public.
- To represent LPCCs at meetings of the Board of Behavioral Sciences and statewide coalitions of mental health providers.
- To serve and represent the common professional and business interests of LPCCs to ensure parity with other licensed mental health professionals.
- To provide relevant information to LPCCs regarding legal, ethical, business, or practice concerns, and trends and legislation at the national level.
- To provide community building and professional development for LPCCs through workshops, conferences, and virtual methods of communication.
- To include the expertise and advice on legislative/advocacy issues from the various counseling specialties to enhance the common good for all LPCCs and the counseling profession in California.



CALPCC Sponsorship

Many of our supporters just want to show that they are behind the growth of the profession and of the organization. As a sponsor, your funds are used for the general operation of the organization, as well as special projects. We use these funds to keep our technology running, hire paid contractors and staff, and ensure that we are able to keep to the mission and vision of advocating for licensees and ensuring access to mental health care for those communities that need it most. Check out our sponsorship levels below and give where you can.

CALPCC Premier Sponsor \$10,000

- 1 Year Premier Presence on CALPCC.org Sponsorship Page listed as Presenting Sponsor
- 8 direct emails to CALPCC Membership Active Members
- 12 Month Large Ad, + Description, + Logo on CALPCC.org
- 12 Month Members Only Dashboard
- 6 Month Hot Job Listing
- 4 Webinar host, co-host, or sponsor opportunities

CALPCC Advocate Sponsor \$7,500

- 1 Year Premier Presence on CALPCC.org Sponsorship Page listed as Sponsor
- 6 direct emails to CALPCC Membership Active Members
- 12 Month Large Ad, + Description, + Logo on CALPCC.org
- 6 Month Members Only Dashboard
- 3 Month Hot Job Listing
- 2 Webinar host, co-host, or sponsor opportunities

CALPCC Education Sponsor \$5,000

- 1 Year Presence on CALPCC.org listed as Sponsor
- 3 direct emails to CALPCC Membership Active Members
- 6 Month Large Ad, + Description, + Logo on CALPCC.org
- 3 Month Hot Job Listing
- 1 Webinar host, co-host, or sponsor opportunities

Advertising with CALPCC

Looking to get your organization in front of members of the counseling community? Previous advertisers have enjoyed a steady flow of traffic from LPCCs interested in their product or service after advertising with CALPCC. We provide multiple ads, placement, term options, and discounts. Through our team, you can manage all aspects of your ad campaign from changing content to purchasing additional time or space.

Website Advertising

Prime Home Page Banner Placement: 468 x 60px

1 Month Term	\$1150
3 Month Term	\$2100
6 Month Term	\$3075

Secondary Home Page Placement: Logo + 1-2 sentence description

3 Month Term	\$1150
6 Month Term	\$2400

Small Square: 250 x 250px

6 Month Term	\$325
12 Month Term	\$585

Large Rectangle: 300 x 270px + 1 - 2 sentence description

6 Month Term	\$1150
12 Month Term	\$2100

Hot Job Listings

Have a position you're looking to fill? Get your employment opportunities in front of our members by advertising on our members-only 'Hot Jobs' page! Employment listings are also sent out via email to our members and distribution list 1x per month.

1 Month =	\$175
6 Month =	\$500
12 Month =	\$900



Your Support for CALPCC Goes a Long Way!

With your support CALPCC is able to fund:

- the expansion of our initiatives to stay on the cutting edge of developments in the field of counseling and psychotherapy
- the building of a diverse workforce that reflects the communities that we serve
- ongoing educational opportunities for members to learn and grow in the profession
- advocacy at the state level
- investment in technology



Tax Deductibility

The California Association for Licensed Professional Clinical Counselors is set up as a nonprofit 501(c)(6) corporation. Like a 501(c)(3) entity, no part of our net earnings goes to the benefit of any private shareholder or individual and the organization is exempt from paying federal taxes. However, unlike a 501(c)(3), we are not a charitable organization but rather a professional association, created for the purpose of promoting the interests of the LPCC profession.

As we are not a 501(c)(3) charitable organization, contributions that you make to us will not qualify as charitable contributions for tax purposes. However, these payments may be tax deductible as trade or business expenses if they are ordinary and necessary in the conduct of your business. We suggest that you contact your accountant to determine if the payments you make to CALPCC qualify for a tax deduction. We strive to be transparent and compliant in all we do and will provide you with all necessary documentation and information required to support your contribution.

Get in Front of Our Members and Show Your Support Today!

For more information and to get
started, contact us at ads@calpcc.org