

# INN Membership Application

Thank you for your interest in joining the Institute for Nonprofit News!

Please review INN's membership standards below before beginning the application. If you have questions, email membership coordinator Mara Jezior at [info@inn.org](mailto:info@inn.org).

- **Full membership** is open to organizations actively publishing news that are based in North America.
- **Affiliate membership** is for organizations that support nonprofit news and align with INN's mission in working to advance this type of journalism, but may not be publishers or fit regular membership qualifications. Affiliate membership also can be appropriate for news publishers for which publishing is only part of the organization's broader mission, such as training student journalists, research, running a journalism trade or collaboration group, or raising public awareness of an issue or topic. INN does not accept cause communications or trade publications even if content is produced using journalism techniques.
- **Provisional membership** is available to some qualifying startups that want to join before they begin publishing and for full members who pause active publishing for up to one year.  
Editorial Independence & Transparency  
Public trust in journalism is essential. To build and maintain trust, journalists and their organizations must be truthful, transparent and independent in their reporting in order to best serve the public.

All INN members share a commitment to transparency and by becoming members, agree to publish policies regarding fundraising, donations and conflict-of-interest on their websites, in an effort to maintain reader trust. These policies must specify what kind of funding the publication will and won't accept.

As an INN member, a publication agrees to:

- Confirm its 501(c)(3) certified by the Internal Revenue Service or have a 501(c)(3) nonprofit fiscal sponsor. Canadian publications and those based at universities with a different IRS status are invited to consult with INN before applying. INN can provide fiscal sponsorship for qualifying journalism nonprofits that are starting up or converting to nonprofit from for-profits.
- Publish financial information publicly to a publication's website and/or print product.
  - Identify all donors to the organization that give more than \$5,000 in a year by publicly listing them on the publication's site and/or posting a link to 990 tax filings that identify donors of \$5,000 or more.
  - Post either full 990 filings, links to their 990, or equivalent budget, salary and donor information on its web site where consumers can access it. In the case of fiscally sponsored organizations, the member will post a link to its sponsor's 990, and is encouraged to publish a breakout of its own information.
  - Ensure that no more than 5 percent of its total annual budget derives from anonymous donations.
  - Post an editorial independence policy.
  - If the publication has a fiscal sponsor or parent 501(c)3 organization, publicly disclose and explain how the news project maintains editorial independence from its fiscal sponsor or parent, and if or how donor funds are separated between the organizations.

Please write to [info@inn.org](mailto:info@inn.org) with any questions regarding membership standards or applications.

**Applicaton Fee: \$75.00.**

**Click to indicate confirmation \***

I've read and understand the Institute for Nonprofit News' requirements for membership. I understand that if my organization is not in compliance with these standards at the time of applying, it may not be accepted for membership.

**General Information**

**Name of Organization \***

Name as it appears on IRS tax forms.

**Name of Publication(s) or dba if different than organization name.**

**Organization Website \***

**Date Founded \***



Month   Day   Year

**Applying for:**

Full Membership

Affiliate Membership

Provisional Membership

## 501(c)3 Status \*

Has 501(c)3 status

Seeking 501(c)3 status

Part of university with 501(c)3 status

Seeking 501(c)3 status and are interested in fiscal sponsorship from INN

Non-university fiscal sponsor with 501(c)3 status

Canadian public service news media

**Please provide your EIN:**

**For fiscally sponsored organizations, please provide your sponsor's name and EIN:**

If you are seeking fiscal sponsorship from INN, please fill out our separate [fiscal sponsorship application](#).

## Fiscal Sponsor Mailing Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

## Fiscal Sponsor Primary E-mail

example@example.com

## Fiscal Sponsor Primary Phone Number

Area Code    Phone Number

## Fiscal Sponsor Primary Website

## Contact information

### Mailing Address \*

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

### Primary Contact Name \*

### Primary Contact Email \*

example@example.com

### Primary Contact Position Title (e.g. Executive Director, Editor-in-Chief, etc.) \*

### Primary Contact Bio \*

### Primary Contact Phone \*

Area Code    Phone Number

## About Your Organization

### **Mission Statement \***

**Notable examples of current or previous work by organization or its staff. Please include linked samples of reporting. \***

**Please describe the size and composition of your staff and/or contract journalists that are producing your publication's original reporting:**

**Statement (up to 200 words) on reasons for wanting to join the INN network \***

**Total gross revenue from all sources in last fiscal year: \***

## Your Organization's Content

Full or regular INN membership is open to organizations that demonstrate the capacity to regularly publish original reporting of high quality that is investigative or public service by nature, such as expert explanatory or community public affairs coverage. INN generally does not accept as regular members publications that primarily publish opinion, analysis or curated collections unless they also include substantial original reporting of their own.

### What type of content are you publishing? \*

daily/weekly news coverage  
explanatory reporting  
opinion/analysis of current events  
curated content  
topical/issue-based reporting

investigative/watchdog reporting  
long-form narrative stories  
cultural commentary/essays  
resources for journalists

### Audience Focus \*

Local  
State  
Regional  
National  
Global

### Topics you cover as a specialty

### How often are you publishing content?

Multiple stories per day

Multiple stories per week (e.g. a story every day or two)

One to two stories per week

One to two stories per month

Fewer than 10 stories per year

**Are you producing original reporting that is investigative and/or public service in nature? Please give us a sense of how much and how often you are publishing:**

## **Donor Transparency & Editorial Independence**

INN members share a commitment to transparency and by becoming members, agree to publish policies regarding fundraising, donations and conflict-of-interest on their websites. These must specify what kind of funding the publication will and won't accept.

As an INN member, a publication agrees to:

- Identify online all donors to the organization that give more than \$5,000 in a year by publicly listing them directly on the publication's site and/or posting a link to 990 tax filings that identify donors of \$5,000 or more.
- Post either full 990 filings or equivalent budget, salary and donor information on its web site where consumers can access it. In the case of fiscally sponsored organizations, the member will post its sponsor's 990.
- Attest that no more than 5 percent of its total annual revenue comes from anonymous donors.
- Post an editorial independence policy. [Examples here.](#)

**Does your organization have and publish an editorial independence policy? Please provide link to it. \***

**Does your organization have and publish a donor transparency policy? Please provide link to it. \***

**Link to page where donors are listed: \***

**Does your organization currently accept anonymous donations of more than \$5,000? \***

Yes

No

**What is your organization's policy on accepting anonymous donations? \***

**What percentage (if any) of your organization's annual revenue comes from anonymous donations? \***

**Do you accept corporate sponsorship or advertising? \***

Yes

No

**Do you do any non-journalism revenue generation or service work, i.e. research for hire? If so, to whom? \***

**Do you have any political or religious affiliation? If so, please explain. \***

**Does your organization promote or advocate for any specific policies or viewpoints? Please**



**explain.**

**Are there any potential conflicts of interest INN's Board of Directors should know about when considering your organization?**

**Now, can you tell us a bit about how you reach your audience?**

**What are your site's average monthly pageviews?**

**What are your average monthly unique visitors?**

**How many people subscribe to any newsletter(s) you produce?**

**Do you distribute through other news media or other third-party platforms, and can you give us a sense of that reach?**

**Any other significant reach or distribution that you want people to know about?**

**INN members contribute knowledge. Please identify areas of expertise your organization can share with other INN members:**

Advertising/sponsorship/underwriting

Audience and community development  
Database journalism  
Events  
Impact measurement  
Journalism ethics  
Major donor programs / capital campaigns  
Marketing  
Membership  
Product Design  
Nonprofit operations  
Professional services / earned revenue  
Public media partnerships  
Successful startup strategies  
Subscriptions  
Sustaining donor programs  
Syndication / B2B / studio models

**You rock at something we forgot? Tell us!**

**Other Comments**

## **Application Fee**

A \$75 application is required to process your application. Please click submit to continue to the payment page.