

# Sample Launch Copy for Partners: The PANO Navigator

**On February 2, PANO will launch The PANO Navigator, which is our curated resource hub designed to help Pennsylvania nonprofits find vetted tools and information quickly.**

The PANO Navigator is located at <http://navigator.pano.org>. It is currently password-protected, but can be accessed with **username: pano** and **password: icecream**. Please do not share that username and password with anyone outside your organization. We will drop the password protection on January 29, 2026 and add it quietly to the PANO main website navigation, but will not make a formal announcement about it until Monday, February 2.

**We're reaching out to partners in advance so you have time to prepare your own communications to amplify the launch. Below, you'll find sample newsletter and social media copy you can adapt for your own channels.**

Please adapt this language to your organization's voice and audience. Key points to emphasize include the following:

- **These resources are curated, not crowdsourced.** They offer quality over quantity.
- **The resources are Pennsylvania-specific.** They are relevant to our context – while some resources would benefit any U.S. nonprofit, PANO and its partners are curating the best set of resources for nonprofits within the Commonwealth.
- **The tool saves time.** It reduces nonprofits' burden as they search for timely, relevant resources.
- **The tool is responsive and durable.** We have built it to address current needs while being ready to evolve.

We'd appreciate it if you could tag and/or link to PANO wherever possible. Here are the relevant links to use:

- PANO's website: <https://pano.org/>
- PANO on LinkedIn: <https://www.linkedin.com/company/pennsylvania-association-of-nonprofit-organizations-pano->
- PANO on Facebook: <https://www.facebook.com/PANONonprofits>
- Note: PANO is not on Bluesky, X, or Threads at this time.

If you have questions about The PANO Navigator, please contact Anne Gingerich at [anne@pano.org](mailto:anne@pano.org). If you have questions about how or when to communicate with your audiences about The PANO Navigator, please contact Genie Gratto at [egratto@gwrites.com](mailto:egratto@gwrites.com).

# Newsletter Sample Copy

## **New Resource: The PANO Navigator**

Nonprofits across Pennsylvania are navigating significant disruptions at both the Federal and state levels, often with limited time and capacity to find the right resources.

The [Pennsylvania Association of Nonprofit Organizations](#) (PANO) has launched the Navigator, a curated collection of Pennsylvania-specific tools and information to help our Commonwealth's nonprofits operate more effectively. This is not an open directory – trusted partners and experts, including our organization, have vetted the resources for quality and relevance. The Navigator is populated with a starter set of resources, with more to come as it evolves!

[Explore the Navigator today!](#)

# Standalone Email Sample Copy

## **Subject: Introducing the PANO Navigator: Resources for PA Nonprofits**

Pennsylvania nonprofits are facing rapid changes and increased pressure to respond quickly. Finding reliable, relevant resources shouldn't add to that burden.

PANO has launched the Navigator, a curated hub of Pennsylvania-specific tools, resources, and information designed to reduce confusion and save you time.

Here's what makes it useful:

- All included resources have been intentionally selected and vetted.
- It includes Pennsylvania-focused content from trusted experts and PANO partners.
- PANO built it to address current challenges while keeping it a durable, evolving resource.

The Navigator is populated with a starter set of resources, with more to come as it evolves! Whether you need operational guidance, advocacy tools, or sector-specific information, the Navigator consolidates what you need in one accessible place.

[Access the PANO Navigator today!](#)

# Social Media Copy

## LinkedIn

### Post 1 (Announcement)

Pennsylvania nonprofits: You don't have time to search for resources that make your work easier and better supported. But now there's a tool just for you.

The PANO Navigator is a new curated resource hub designed specifically for Pennsylvania nonprofits. It includes vetted tools, guidance, and information curated by PANO in partnership with trusted organizations across the Commonwealth, including ours!

Access it here: <http://navigator.pano.org>

### Post 2 (Value-Focused)

Finding the right resources for your nonprofit organization shouldn't require hours of searching. That's why we're excited to share a new tool that we're helping populate that's just for Pennsylvania nonprofits.

The PANO Navigator curates Pennsylvania-specific tools and information, with every resource vetted for quality and relevance. This is not a crowdsourced tool. It's designed to help you operate effectively without guesswork, and will evolve over time.

Check it out here: <http://navigator.pano.org>

## Bluesky/X/Threads

### Option 1

PA Nonprofits: The PANO Navigator, a curated, vetted directory of resources, is now available to help you navigate current challenges. Built for the sector, by the sector. <http://navigator.pano.org>

### Option 2

New from PANO: An evolving hub for PA nonprofit resources. It's curated by experts, and designed to save you time. <http://navigator.pano.org>

## Facebook

Pennsylvania's nonprofits are navigating significant challenges right now. The PANO Navigator brings together curated, vetted resources in one place so you can spend less time searching and more time on your mission. The Navigator is populated with a starter set of resources, with more to come as it evolves.

Explore tools, guidance, and Pennsylvania-specific information selected by trusted partners, including us! <http://navigator.pano.org>