

A person is working in a workshop, focused on a task. They are wearing a dark jacket and a brown apron. The workspace is cluttered with various tools and materials, including what appears to be leather or wood. The background shows shelves with more supplies. The overall atmosphere is one of a busy, creative workspace.

SUSTAINABLE MARKETING & FUNDING STRATEGY

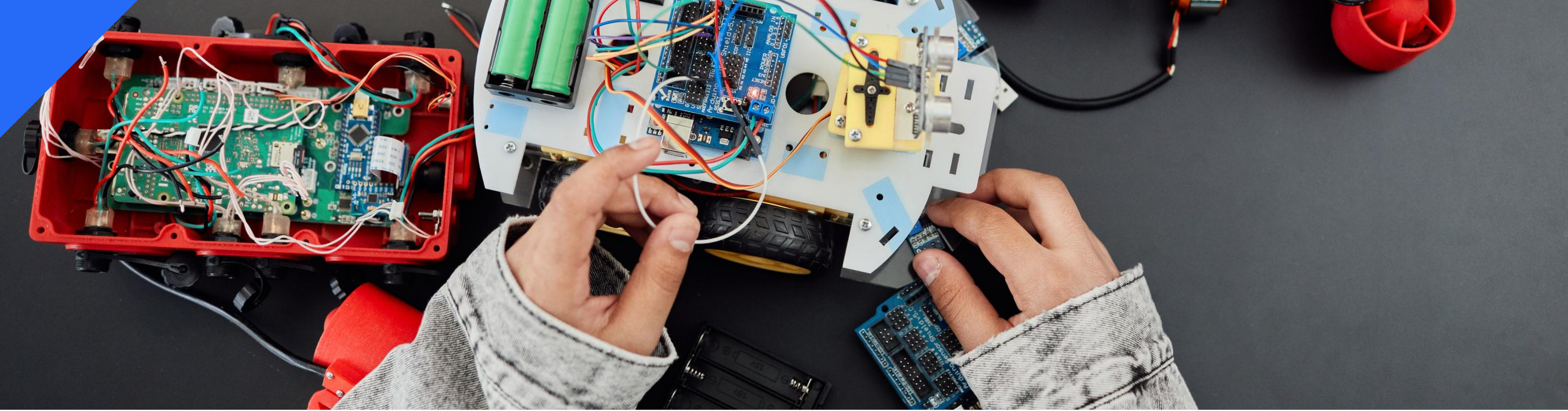
FOR MAKERSPACES

The Vision

Keeping the Lights on for Makerspaces

Our aim is to create **sustainable pathways** for makerspaces, ensuring that innovation thrives while fostering a vibrant community that keeps ideas and collaboration **alive and thriving**.





MARKETING **STRATEGY**

- Limited staff
- Limited resources

However, a marketing strategy can be a clear boost of sustainable growth and funding opportunities.

Touchpoints for Success: Engage Your Community



Newsletters



Social Media



Community Channels

Low-Cost Marketing Tools for Makerspaces



Mailchimp

An effective tool for sending newsletters effortlessly.



Canva

Ideal for creating stunning visual marketing materials quickly.



Microsoft Sway

Great for storytelling and presenting information engagingly.

By the Numbers: April through September Impact

From youth camps to industry training, the last six months have been full of activity and progress across the iHub. Each number represents more than participations it reflects real people gaining skills, exploring new technologies, and finding pathways to opportunity. Thank you to our industry and community partners, together our impact will continue to grow across Nebraska.

Industry Training & Upskilling	Our Applied Engineering trainer has provided training to 27 incumbent workers in disciplines ranging from Alternating Control Systems, PLCs, AC & Control Systems and more.
Micro-Credentials Earned	Our Robotics Trainer has issued 13 industry recognized Micro-Credentials in Robotics and Automation ranging from UR Core Robotics to SACA Robot Systems & Operations.
Youth Engagement	The team has engaged students Kindergarten through Collage with direct hands-on activities in Robotics and STEM from half-day activities to camps ranging several days. In the past six months over 573 students have been directly engaged.
Community Outreach	From speaking engagements, community events, and robotics events the iHub staff have engaged with roughly 1,058 community members across the state of

Construction Progress



Construction on the iHub continues to move forward, marking visible progress toward opening our region's new home for innovation and hands-on learning. Over the past several months, key milestones have been completed, including interior framing, utilities, and the first stages of lab installation. The project remains on schedule for completion in Spring 2026, keeping momentum strong as we prepare for the next phase.

Welcome to The iHub Insider

A monthly newsletter from the iHub team!

Our newsletter is an opportunity to keep you informed on the latest progress, news, and projects we have taking place.



New Equipment Spotlight

Exciting news—we've received our first piece of iHub equipment! For now, the **FANUC Certification Cart** is housed in the Applied Technology lab, but we'll soon move it to a dedicated classroom space for training and certification courses. This advanced system is equipped with **IR Vision, tabletop conveyors, I/O sensors**, and more, allowing us to provide hands-on learning opportunities and industry-recognized credentials. Stay tuned for updates as we expand our training capabilities!

iHub Innovator's Roundtable - RSVP Today!

Join us for the Innovators Roundtable, a quarterly gathering where industry and community partners come together to connect, collaborate, and shape the future of the iHub. Enjoy coffee and donuts while we provide project updates, share insights, and open the floor for discussion and feedback.

Your voice matters—let's build something great together!

Date: 03/11/2025

Time: 9:00 - 10:00 AM

Location: Norfolk Area Chamber of Commerce, 609 W Norfolk Ave, Norfolk, NE 68701

[RSVP Here](#)

Upcoming Events

Family Robotics Night

In Collaboration with the Intersect Coworking Space the iHub is bringing a monthly Family Robotics Night to the Norfolk Community. This once a month event allows students ages 9-14 and their parents to come build, code, and explore robotics and STEM together. Our first robotics night is October 21st from 6:00 - 7:30 PM. Register Today!

FAMILY ROBOTICS NIGHT

Sponsored by Intersect + iHub

Join us for FREE family fun and exploration! We'll put your engineering and coding skills to the test through guided activities. Families will work together to build and program their robot to solve a unique challenge. All activities are designed for beginners, so no experience required!

WHO All families are welcome! Activities are designed for ages 9-14.	TOOLS & MATERIALS PROVIDED LEGO Mindstorms Education EV3	WHAT All activities, hands-on exploration and coding will be done together to build and sustain a robot. We'll be using the power of engineering and coding. You'll also have your chance to build and test your own robot. Challenges that combine creativity, cooperation, and problem-solving.
WHERE Intersect Coworking & Education 100 W Norfolk Ave Norfolk, NE 68701		
QUESTIONS? henry.hagedorn@intersect.edu or henry@intersectnebraska.com	RESERVE YOUR SEAT Only 50 spots are available each month.	



REGISTER NOW:
HEARTLAND ROBOTICS &
AUTOMATION CONFERENCE

DATE:
Friday, October 24th
TIME:
10:00 a.m. - 5:00 p.m.
LOCATION:
Nebraska Innovation
Campus
TICKETS: FREE student
tickets plus discounts
for non-profits,
educators, and large
groups are offered.



heartlandroboticscluster.com

Heartland Robotics & Automation Conference

The iHub is a proud partner of the Heartland Robotics Cluster. Our annual conference is on October 24th at the Nebraska Innovation Campus. Director, Erin Sharpe, will be moderating a panel with local manufacturing leaders to discuss attracting and retaining talent and utilizing youth robotics as a key tool in recruitment efforts. Register Today!



Glen Lammers Joins iHub team

Glenn Lammers brings over seven years with Northeast Community College and a strong background in industrial maintenance and automation to the iHub team. His expertise spans electrical systems, VFD, motor control, PLCs, and more. While Glenn spends most of his time on-site with industry

Social Media Strategy Overview



Posting Cadence



Platform Priorities



Content Types

The Rule of 7



“

“People support what they recognize. They recognize what they see often.”

– Roy Williams



Erin Sharpe, MBA • You

Director of iHub • Manufacturing Advocate • Economic Developme...

4d •



Families who code together, grow together.

We loved teaming up with [Intersect Coworking and Incubator](#) for our very first Family Robotics Night in downtown Norfolk. Families joined us for an evening of hands-on STEM, laughter, and a little friendly competition.

This month's featured challenge? The Hopper Race. Kids and parents worked together to build and code simple robots to see whose design could hop across the finish line first. The creativity and teamwork were incredible to watch.

Events like this remind us that robotics doesn't just teach technology it builds confidence, connection, and curiosity across generations.

We're just getting started. Join us in November, December, or January for more family-friendly STEM nights.

Register here: <https://hubs.ly/Q03QfN9s0>



Erin Sharpe, MBA • You

Director of iHub • Manufacturing Advocate • Economic Developme...

1w • Edited •



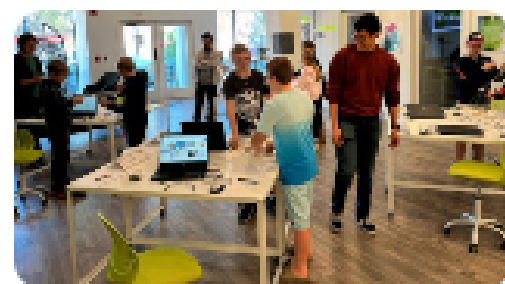
We're thrilled to team up with the UNL School of Computing and the Nebraska Extension to bring tech education to life through hands-on, high-impact experiences for students right here in Northeast Nebraska.

Our recent micro:bit camp was filled with curiosity, collaboration, and the kind of energy that shows exactly why this work matters.

When we build together, we build a stronger Nebraska for all learners, all communities, and all futures.

Another great example of what's possible when strong partners come together.

https://lnkd.in/gir_Gyze



iHub and UNL School of Computing Partner to Inspire Future Coders

northeast.edu

Scott Volk and 18 others



Like

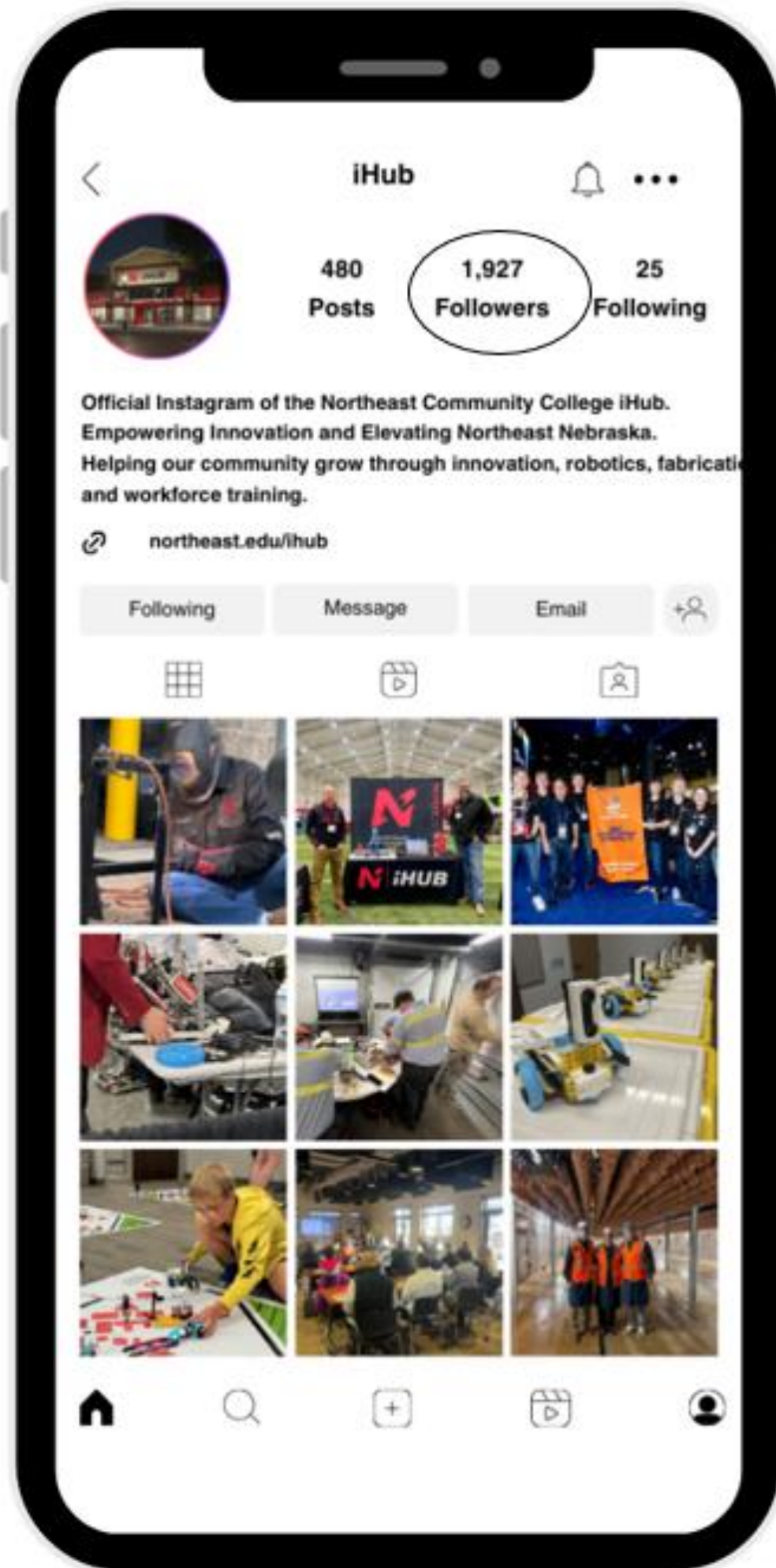
Comment

Repost

Send

2025

November



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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iHub Socials Posting Calendar

2	3	4	5	6	7	8
General (Relevant) Northeast Info	Maker Spotlight/ Pre-opening is lab spotlight	Workshop/Event Promo	Behind the Scenes Prepping for camps, training classes, Construction etc.	Youth Robotics Spotlight, Story or Why YR	Membership Info Who? How? What?	
9	10	11	12	13	14	15
Event Reminders/ or Repost General College Relevant		Community Success Story	Equipment Spotlight How it works What it does	Testimonial Robotics camps, Workforces Training, Etc.	iHub Staff Spotlight	workforce Training Highlight: What we offer or what we've done
16	17	18	19	20	21	22
	Maker Spotlight/ Pre-opening is lab spotlight	Youth Robotics Spotlight, Story or Why YR	Behind the Scenes Prepping for camps, training classes, Construction etc.	General (Relevant) Northeast Info	Event Reminders/ or Repost General College Relevant	
23	24	25	26	27	28	29
	Partner Highlight Our donors and iHub partners	Workshop/Event Promo	iHub Staff Spotlight	Testimonial Robotics camps, Workforces Training, Etc.		Community Success Story
30						

Leverage Partner Audiences & Testimonials



Ashley Weber • 1st
P&O Business Partner
7mo • Edited •

At [Mars Royal Canin](#), we believe in continuous growth and learning for our associates! This week, we kicked off the first round of hands-on electrical training for our maintenance team at RSD, empowering them with new skills and knowledge. A big thank you to [Northeast Community College](#) for the invaluable partnership in making this possible! Thank you to [Farid Yafasov](#) and John Neiman for investing in your team's learning and development. [#LearningAndDevelopment](#) [#TeamGrowth](#) [#CareersatMars](#) [#ProudlyMars](#) [#ProudlyRoyalCanin](#)



81

6 comments • 2 reposts



Growing Together Northeast Nebraska

604 followers

1mo •

🌟 So exciting to see the incredible STEM opportunities expanding in our region thanks to the amazing work of the iHub! 🤖 Big thanks to their team for sparking curiosity and opening doors for our future workforce.

Read more here: <https://lnkd.in/gG6kqFds>

[#GrowingTogether](#) [#iHub](#) [#NECC](#) [#STEM](#) [#FutureReady](#)



iHub expands STEM learning to more than 240 students

norfolkdailynews.com

You and 11 others

1 comment • 1 repost



FUNDRAISING **STRATEGY**

A clear strategy and vision for your needs with strong partnerships can help you stay on the edge of technology advancements and growing programming.

FUNDRAISING **FOR SUCCESS**

GRANTS

Increased government support for makerspaces, educational technology, and workforce allows for local, state, and federal grants.

SPONSORSHIPS

Allow companies the opportunity to pay a yearly fee to be represented in your makerspace.

REVENUE & DONATIONS

Donations, In-Kind Donations, and Program Revenue are great sources of additional funding to progress growth and trying new things.

Outside Example



Flag Example



Breakout Rooms Example



CoLab Example



Banner Example



Wood Shop Example



CNC Rooms Example



SUSTAINABLE SPONSORSHIPS

- Understand Your Community and what is valuable to them
 - What cost is appropriate?
- Know how many people you impact/how many people will see their logo. (What is the companies ROI?)
- Have a clear document that can show tiers of sponsorships, mock up banners or signs etc.
- Understand that companies have two buckets to utilize:
 - Marketing
 - Donations
- Utilize space and programming sponsorships

[Northeast.edu/iHub](https://www.northeast.edu/iHub)

For more information, please contact
Erin Sorensen-Sharpe, Director of iHub
402-844-7224 | esorensen@northeast.edu

NAMING RIGHTS/SPONSORSHIPS

Who Will Use the iHub and How

A Hub for “K to Gray”

The iHub is designed to serve learners and innovators of all ages — from elementary students through retirees — with spaces, programs, and memberships that meet community, industry, and workforce needs.

Community Access

- Memberships: Available for individuals, students, and households. Members gain access to wood, metals, and rapid prototyping labs.
- Workshops: Monthly sessions open to both members and non-members, giving community members exposure to tools, equipment, and project-based learning.
- CoLab: A flexible collaboration space supporting micro-credential coursework, youth robotics, and local community groups such as 1 Million Cups and Norfolk Connect.

Youth & K–12 Engagement

- Robotics and STEM programs for students grades K–12 across the 20-county service region.
- Camps and events introducing building, coding, sensors, and automation.
- Programming that sparks career interest in robotics, automation, and manufacturing by providing real hands-on experiences.

Workforce Development

- Training Labs: Electromechanical and industrial automation spaces support upskilling, reskilling, and stackable micro-credentials for modern learners.
- Industry Alignment: Short-term, industry-recognized credentials ensure participants can directly apply new skills in manufacturing, automation, and agriculture sectors.
- Onsite & Portable Training: Curriculum and trainers can deliver instruction at the iHub or directly at industry partner facilities, ensuring accessibility across northeast Nebraska.



Red Tier: \$250,000

Room Naming Rights (with additional inside space or outdoor visibility)

Wood Shop
Metal Shop
Robotics Lab
Industrial Automation Lab

Blue Tier: \$50,000

GNC Router room
GNC Plasma room

Purple Tier: \$25,000

Break Out room 1
Break Out room 2

Orange Tier: \$100,000

Prototype Lab
SMART Center

Sponsorships-5 year renewal

Pink: \$50,000

Banner (72" W x 36" H) with name, logo, and information in lab spaces

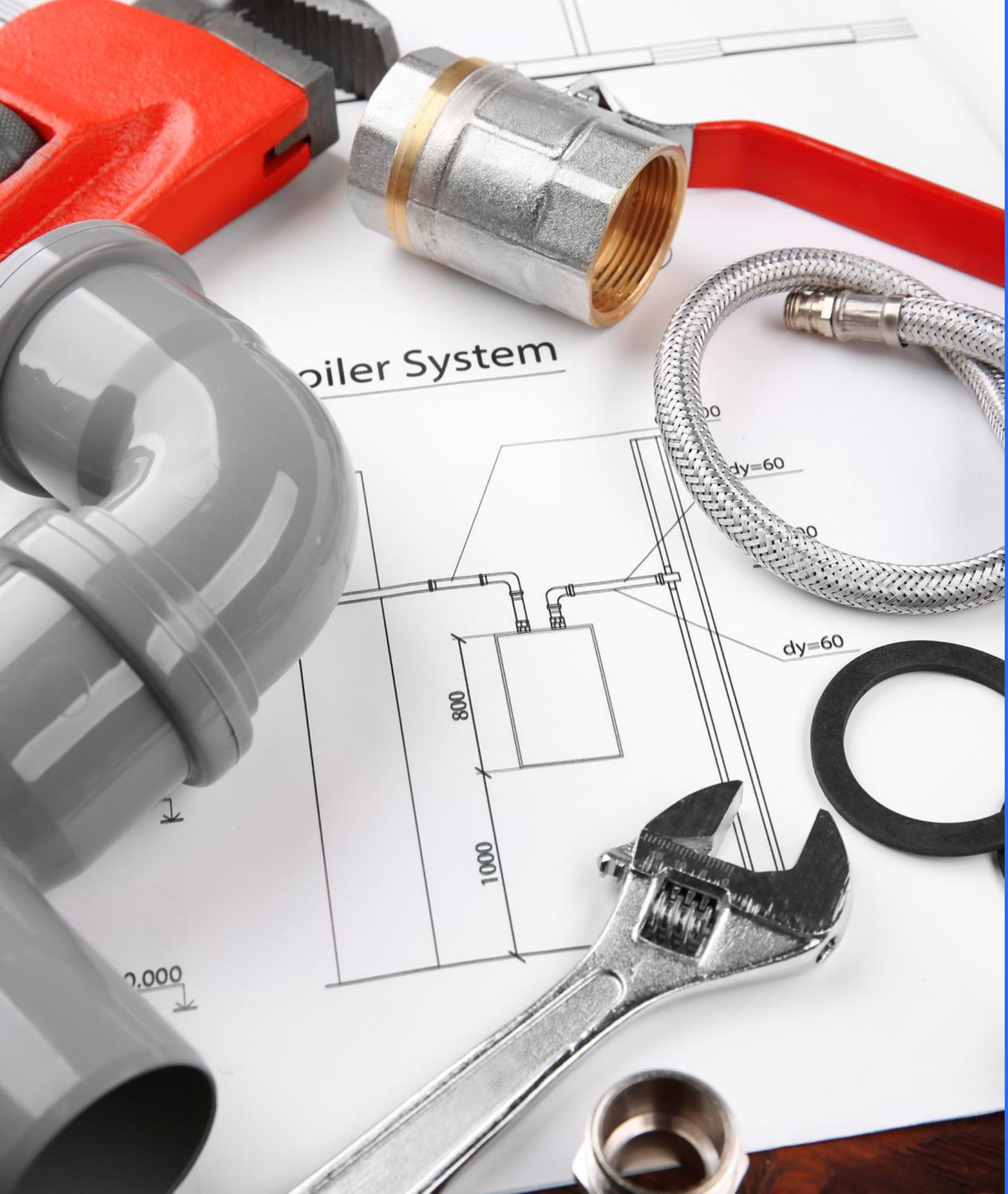
Yellow: \$25,000

Small Flag (24" W x 48" H) with name and logo in workspace

Green Tier: \$75,000

Electrical Mechanical Lab
CoLab
Lounge

*The red, orange, green, blue, and purple tiers are permanent naming rights.
All gifts of \$500 or more (excluding sponsorships) will be acknowledged on a donor recognition display.*



SUSTAINABLE **REVENUE & DONATIONS**

- Understand Your Community Needs and Gaps
- Have a clear equipment life cycle and track plans for renewal
- Know the business partners & tech companies that can help with in-kind donations
- Create balance between low barrier of entry and program revenue to be sustainable
 - Free Programming
 - Longer more targeted paid programming
- Partner with larger makerspaces/fabrication spaces/education partners who may cycle through equipment



Applications

Grants

SUSTAINABLE GRANT PLANNING

- Know Your Story Well & Tell it Consistently
- Have a 3-5 Year Plan that will Help You Target Grant Opportunities
- Utilize local, state, and federal grant opportunities
- Identify partners for consortium grants
- Write a base grant from your 3-5 year Plan
- Set aside time regularly to look at available grants

40% of grants awarded

Average grant success rate - Charity Village

25% funding diversification

Essential for financial stability - National Council for
Non profits

10% increase in sponsorships

Boosting community partnerships - Giving USA
Foundation

iHub 3-5 Year Plan

Project Planning Worksheet

The planning worksheet below is designed to help you develop the project for the grant application. It is best to start with the end in mind.

Project Overview	Answer
<p>If we got it right what would that look like? What would change in the next 5, 10 or 20 years? If we got it <u>right</u> what would it look like?</p> <p>(This is the 30,000-foot question. What is the broadest outcome you hope to achieve?)</p>	
<p>Who is being helped? Who is our target population? Who benefits from your work.</p> <p>(Think both directly and indirectly. Be specific as many grants have target populations)</p>	

The best strategy isn't the one with the biggest budget, it's the one that builds the strongest community.

Thank You

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402-844-7224
