



Donation Network

The Ultimate Way To Give !

Individual Marketing Outline #1

1. Introduction

a. Welcome

b. Present the great opportunity

- i. Turning \$50.00 into \$1000.00 / \$12,000.00 per year.

c. Introduce DonationNetwork as the provider of the opportunity

- i. DonationNetwork is a non-profit.
- ii. DonationNetwork's goal 'getting more people involved in donating'
- iii. Where the funding for the program comes from.
- iv. Example of why relationship marketing is so powerful. (restaurant example)

2. Program

a. Reiterate Opportunity

- i. Turning \$50.00 into \$1000.00 per month / \$12,000.00 per year.

b. Introduce the Three Stages to the Program

- i. Supporter – Stage 1 matches \$50.00 per month.
- ii. Contributor – Stage 2 matches \$250.00 per month / \$3000.00 per year.
- iii. Patron – Stage 3 matches \$1000.00 per month / \$12,000.00 per year.

c. Getting Started / Creating an entry into the program

- i. Entry is a \$50.00 tax-deductable donation to the charity of your choice.
- ii. About the cost of a dinner for two at a nice restaurant.
- iii. DonationNetwork has over 1.4 million charities to choose from.
- iv. You can add your local church.

d. Qualifying your Entry.

- i. Need only two blocks of donations to qualify.
- ii. Program is based on donation blocks, not people.
- iii. Program is divided into \$50.00 blocks.



Donation Network

The Ultimate Way To Give !

Individual Marketing Outline #1

e. Supporter – Stage 1

- i. The Qualifying blocks become part of your team.
- ii. Supporter stage is reached when you or your team secures 7 blocks of donations and matches \$50.00 per month or \$600.00 per year.
- iii. What you can do with matching funds.

f. Contributor - Stage 2

- i. Stage 2 matches \$250.00 per month or \$3000.00 per year.
- ii. Stage 2 is reached when you or your team secures a total of 32 blocks.
- iii. Recap stage one.

g. Explain Spill Over

- i. Show how easy reaching the stages becomes with your team, network support, and spillover.
- ii. Everything can be accomplished by only getting two blocks of donations.

h. Patron - Stage 3

- i. Stage 3 matches \$1000.00 per month or \$12,000.00 per year.
- ii. Stage 3 is reached by you or your team securing a total of 100 blocks of donations.
- iii. Multiple entries into the program.

3. Closing

a. Restate how we just turned \$50.00 into \$1000.00

b. Get Commit / sign them up

- i. Why would they not want to do it?

c. Goodbye