



# Donation Network

## The Ultimate Way To Give !

### Individual Marketing Script #1

#### 1. Intro

##### a. Welcome

- i. Hey, thanks for coming. I know things are sort of busy, this won't take long and I know it will be worthwhile.

##### b. Present the great opportunity

- i. I wanted to discuss a great opportunity that I personally have gotten involved in and wanted to share the opportunity with you. I know everyone says that they have a great opportunity and the term opportunity is relative. A great opportunity to one might not be so great to another.
- ii. The opportunity that I have become involved with provides the ability to turn \$50.00 into \$1000.00. To be able to do this each month and generate \$12,000.00 a year. I think you would agree that a program which can generate \$12,000.00 from \$50.00 per month would be classified as a great opportunity. I don't know of anyone that could not use an extra \$12,000.00 a year, I know I sure can.

##### c. Introduce DonationNetwork as the provider of the opportunity

- i. This opportunity comes from an innovative company called DonationNetwork. DonationNetwork is a NON-PROFIT organization with a goal of getting more people involved in helping others.
- ii. If you think about that, about their goal, that is where I initially got interested. Here's a non-profit company with a mission of simply to get other people involved in making a difference. The cause does not matter, only getting involved. Learning that, I knew this was the type of company that I would be proud to be involved with.

##### d. Discuss why DonationNetwork supports the program

- i. So, through a lot of research they have decided support a program to encourage what we are doing here, face to face meetings, as their main marketing tool. Instead of spending millions of dollars on TV ads, radio spots, telemarketing, or other fundraisers, they are supporting a program they developed called the Donation Matching Program which they believe is the most effective method to achieve their goal.



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#### ii. Restaurant example.

1. If you think about their reasoning for a minute it makes sense. Let me give you an example. Let's say that there are two identical looking restaurants side by side. The restaurant on the left you have seen several TV and print ads stating that it's a great place to eat. The restaurant on the right you have not seen one ad but you have talked with 5 of your close friends who tell you that it has great food. So which one are you going to choose? Of course you are going to choose the restaurant that your friends have recommended. Now that's on a smaller scale, but its proof that individual recommendations are a much stronger method of marketing.

iii. So DonationNetwork is taking this effective method of network marketing, or relationship marketing as I like to call it, and implementing it to help achieve their goal of getting others involved in donating.

## 2. Program

### a. Reiterate Opportunity

i. Let me explain exactly how we are going to use the Donation Matching Program to turn \$50.00 into \$1000.00. After all, that's what you are really interested in. That's how I was anyway.

### b. Introduce the Three Stages to the Program

i. The Donation Matching Program is divided into three easily attainable stages. Stage 1 is called the Supporter stage and it matches \$50.00 per month. Stage 2, called the contributor stage matches \$250.00 per month. The final stage called the Patron stage provides \$1000.00 monthly that we were talking about. I think that the easiest way to explain the system is to take a single entry and walk you through how it would reach each stage of the program.

### c. Getting Started / Creating an entry into the program

- i. To create an entry into the program you make a \$50.00 TAX-DEDUCTIBLE donation to a charity of your choice. DonationNetwork has over 1.4 million charities listed online. So you can donate to most any charity through them. They also allow the addition of local churches so you can even contribute to your local church through this program!
- ii. Now that you have an entry into the program your ready to get paid right? No, that was a trick question. You are not getting matching funds because you made a donation. Matching funds are provided for helping DonationNetwork attain their goal of getting additional donations. Therefore each entry has to become qualified in order to be eligible for matching funds.



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#### d. Qualifying your Entry.

- i. Qualification is easy. To qualify your entry you need to secure two additional blocks of donations. That's it. Get two and you are eligible for all three stages of matching funds.
- ii. The program is divided into \$50.00 blocks of donations. You are not able to have a \$25.00 entry or a \$75.00 entry, only \$50.00. This is great for two reasons. First, it's an amount that is easily attainable by anyone. Basically it's about the same price as dinner for two out at a nice restaurant. Second the program is based on the amount of donations you secure not people. Therefore your two qualifying slots could come from two individuals at \$50.00 each. It can also be one individual that wants to donate \$100.00 per month. The \$100.00 would be broken into two entries into the program. Regardless of how it happens all that is required is that you secure two blocks of donations.

#### e. Supporter – Stage 1

- i. After we have qualified we want to reach stage 1 supporter and start receiving matching funds. The supporter stage is reached when 7 additional blocks of donations have been secured. Now, here is where the power of this program starts working. As I mentioned you are only required to personally get two blocks.
- ii. And the reason for this is that you form a team to help reach the stages. Since you have already qualified your entry you now have three people helping to get a total of 7 blocks.
- iii. If any of team secures another block your team grows to 4. Then if anyone of the 4 gets a block your team becomes 5 and so on.
- iv. So you can see how easy it will be to reach 7 total blocks since anytime anyone on your team secures a block it counts for your total.

#### v. Matching Funds

- a. Now that we have reached the supporter stage, and you are receiving matching funds, what can you do with them? The short answer is anything you want. You have total control over matching funds. By default they are donated to the charity you selected when you joined. You can also use them to fund your entry to eliminate all out of pocket expenses. They can also be deposited directly to your account for use on whatever cause you want.
- vi. That's taking an entry to reach Supporter stage and start getting matching funds. Before we move on I want to make sure you understand everything so far. Do you have any questions?



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#### f. Contributor - Stage 2

- i. Great, let's talk about stage 2 the Contributor stage. This is where the program really starts to get exciting, not that stage one isn't exciting. Stage one is nice, you see it's working but \$50.00 is not going to have a major impact on the way you live but stage 2 has that ability.
- ii. The contributor stage is reached when you or your team secures 32 total blocks of donations. It matches \$250.00 per month or 3000.00 a year.
- iii. Let's review how we got here. We made a \$50.00 TAX-DEDUCTABLE donation to the charity of your choice. Secured two additional blocks of donations, which qualifies you for all three stages, and through the help of your team we reached stage one which was 7 blocks of donations.

#### g. Explain Spill Over

- i. Since your team is now seven strong you can see how quickly it would grow for you to reach the second stage which is only 32 blocks. If that was all there was to the program it would be powerful.
- ii. The great news is that you have even more help available which makes achieving each stage even easier. That help comes from what we call spillover. Simply put spillover is the help you receive from other members already involved in the program. Spillover is probably the greatest asset of the program as it can provide you with additional team members. Let me explain how spillover works.
- iii. As I stated earlier you only need two slots to qualify. This is important because the organization is set up to only allow two slots to be directly connected to you. Thus, anytime anyone in the program gets more than two blocks they spillover from the entry that received them and fill the first available slot in the organization. When a spillover block lands in your organization it becomes part of your team. You get credit for both the spillover block and get credit for any blocks of donations they secure since they are part of your team.
- iv. Spillover is important. Do you understand how it works or do you want me to sketch it out on paper for you? {SHOW EXAMPLE IF NEEDED}



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#### **h. Patron - Stage 3**

- i. If you understand all that the next step would be for your entry to make the third stage. The third stage is called the patron stage. At the patron stage you receive matching funds of \$1000.00 per month or \$12,000.00 per year. This is reached when you have a total of 100 blocks of donations.
- ii. Really, once your team has reached stage 2 it should easily make stage three. After all you have a team of 32, coupled with the spillover that we talked about, all working to secure only 68 more blocks of donations.

#### **i. Big Possibilities**

- i. When you reach stage three you have turned \$50.00 into \$12,000.00 per year which is incredible. However, you don't have to stop at \$12,000.00. There is no limit to the amount of entries you can have in the program.
- ii. What if you had 5 entries that all reached the patron stage? That would be \$60,000.00 a year! Ten would be \$100,000.00 a year. It's not only possible, it's probable.

### **3. Closing**

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

- i. Let me be clear, I am in no way telling you that you should take 10 entries into the system. I just wanted to point out the possibilities. My hope is that you make one entry, one \$50.00 tax deductible donation, and see how the program can generate \$1000.00 for you.

#### **b. Get Commit / sign them up**

- i. There is really no reason not to give it a try. All you're doing is making a donation to a charity, how bad can that be? Try it for a month, if you decide that it's not for you drop out and all you've done is made a donation which you can even write off come tax time.
- ii. So what do you think?

#### **c. Goodbye**