



Donation Network

The Ultimate Way To Give !

Answers to a few common questions.

“How much of my donation goes to charity?”

This amount varies. Currently your \$50.00 is divided as follows.

70% goes directly to the charity you have selected.

20% goes towards other causes.

10% goes to administration expenses.

“Where does the money come from?”

Instead of spending millions on TV, Radio and Print ads, DonationNetwork has decided to support the Matching Program. DN feels this promotes the most effective form of marketing.

“What requirements does my entry in the program have?”

You don't have to do anything. Anyone can use the program to make donations. However, if you would like to become eligible to receive matching funds, you must qualify your entry. To qualify an entry you have to personally secure two additional donations. This will qualify you for all three stages of matching funds.

Relationship Marketing and Donation Network.

“So it's a pyramid?”

This is a fairly common statement you might receive. Unfortunately, due to the practices of a few in the past, relationship marketing has developed a negative feeling. The statement will come from those that are not educated in how relationship marketing works. The fact is, that many successful companies use network marketing as a powerful tool. Currently there are over 14 million people involved in relationship marketing which is probably the best indication that it is a highly successful, and legal, method of marketing. If you receive such a statement, ask the them why they think it is a pyramid. This will provide the persons specific reason which you can address properly. The following are a few answers to some of the 'pyramid' questions you might receive.

“I'm being paid just for signing people up?”

No, matching funds are the result of bringing in additional donations, not people. The amount you are eligible for in matching depends only upon the donations that your organization brings in, and not by how many people are in your organization.

“Only the one's that sign up first benefit?”

First, the charities are the benefactors. But as related to matching funds that is not a true statement. Everyone in the program has the same opportunity. The Donation Matching Program's maximum matching fund amount is 1,000 per entry. This applies no matter when you decide to join. The only benefit of joining earlier, rather than later, is the help you may receive from Spillover into your Organization.

“Your paying me for making a donation?”

No. The Donation Matching Program is based on the additional donations you bring to the organization. Making a donation helps the charity you have selected ,and gives you the opportunity to use the program to generate matching funds ,but you are not paid just for making a donation. DonationNetwork made the entry qualification rule so that no receives funds just because they made a donation.

“So your just giving my money to someone else?”

No. Donation Network has an operating budget, just like any other charity. In stead of spending funds on advertisements, commercials, or events DN has chosen to support the Donation Matching Program as the method of getting people involved. DN believes Relationship Marketing is more powerful than traditional advertising methods.