



GETTING STARTED GUIDE

The Fastest Easiest Way To Raise Funds for Your Club Or Organization

In this guide you will be shown a simple and quick way to raise funds for your club that is totally legal, honest and does not require you asking anyone for money.

This guide is brought to you courtesy of <http://www.how-to-raise-funds.com/>

It is recommended that you print out this document for more enjoyable reading. It is 19 pages long and contains some colour.

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Introduction

What you will know after you read this guide.

1. You will understand how some companies market on the internet
2. How some companies calculate the 'lifetime value' of a customer.
3. How these companies pay upfront for the chance to win you over as their clients
4. How you can take advantage of all of this to earn money and raise funds.

1. How companies market on the internet

It has been said that sales is a numbers game. What this means that if you analyse a companies sales over a period of time you can point to various numbers to get an indication of how the sales came in and how you can go about getting more sales in future.

Let me give you an example.

Let us determine your visitor to sales ratio for a shop.

Lets say you have a bricks and mortar store in a shopping mall, selling running shoes for example, and you get 200 people a day into your store and sell 20 pairs of shoes. Over a period of a week at 7 days trading you will sell on average 140 pairs of shoes. For each pair you sell you make \$30.00. (\$4200.00 total profit for the week)

If you measure your sales over a longer period you will be able to determine more accurately your visitors to sales conversion rate more clearly. But, for now your conversion of visitors to sales is 1 in 10. Meaning for every 10 visitors you sell 1 pair of shoes.

Using the same data we can also work out your profit per customer. Which on the first sale is \$30.00.

Your profit per visitor is 10 visitors (visitors to make a sale) divided by \$30 (total profit per sale) = \$3 per visitor.

Another thing that happens every week is that more people get to know about your store via word of mouth.

2. What is the 'lifetime value of a customer'?

Over time when the same customers return to buy more shoes then your profit per customer goes up.

If you have enough data on a customer you can calculate how much that customer is worth to you over the period (lifetime) that they buy from you.

Lets say for example in your running shoes store, your customers buy one pair of shoes a year for 5 years then for whatever reason they stop buying from you. Then the lifetime value of that customer is \$30 profit per pair multiplied by 5 (amount of pairs they buy) or \$150.00

So the question is, if each customer is worth \$150.00 in profit to you, how much can you pay upfront to get a new customer?

The simple answer is anything up to \$150.00 and still be in profit. This is not strictly true as you have to wait 5 years for all the profit, you may not have the cash to keep the business going while you wait for the \$150.00 etc. But, if your costs were so low you could wait for the profit, then anything up to \$150.00 is the correct answer.

3. How some companies pay upfront to win you over as a customer.

On the internet the cost to market to a client is very little compared to offline.

For example, to let you know about a new offer is only an email away, or the offer can be put onto the companies website.

There is also a phenomenon known as 'viral' marketing' on the internet. This is basically the online version of 'word of mouth advertising' except that it is a lot more dynamic with a much quicker response rate.

The results can be remarkable and the cost is virtually zero for the company. Think of hotmail email accounts. They eventually reached hundreds of millions of users and spent virtually no money on advertising. They grew the business and awareness by

using viral techniques. When we see or use something we like we tend to tell other people about it and they check it out.

Now, companies who have spent time on the internet marketing themselves and selling their goods know all about their sales ratios. From how many visitors visit their site to how many buy. They know all about viral marketing and can tell you how many customers tell others and they can even tell you how many of these referred customers buy.

You see the internet is the ideal place to gather all that data.

Then, it is used to determine EXACTLY how much a customer is worth to a company.

So a company who knows they will make \$150.00 over the lifetime of your relationship with them AND know that everybody you refer will make them (for example) \$50.00 can afford to spend up to \$200.00 to win you over as a customer.

Now not all companies on the internet do this, but the most savvy ones do and I am talking about major corporations. Companies like Microsoft, General Motors, Hewlett Packard, Hershey's, and Cadburys all do this type of marketing. The list could go on and on. (For example at the time of writing there are over 5000 that we have access to that are all looking for new customers this way).

4. How to take advantage of all of this to raise cash for your club or organisation.

Knowing that companies on the internet pay to be able to market to you and to give away free samples to get you to know about them (raise awareness), can be used to raise funds.

There are organisations on the internet (www.how-to-raise-funds.com is one) who get paid to help promote products and companies to potential clients on the Internet.

As a member of www.how-to-raise-funds.com your club or organization could earn cash by promoting these companies.

It is simple, plain easy and could potentially end your fund raising problems in one go.

So to take advantage of this, all you have to do is join up, for free, at www.how-to-raise-funds.com and follow the instruction you will find there.

Let me explain how it works.

We send emails to our members who in turn forward out the same email to their members or club supporters. The email contains a few of the many offers available on the internet today and when the members complete the action (typically fill out a form, send their email or just fill in their zip code) then our member is credited with an amount of money.

Remember that these companies know their sales numbers and they are basically playing a numbers game so the amount of commissions we get is based upon how much they hope to make per client.

I say *hope* to make because the people who complete the forms through us are not the ideal clients these companies can get. Your members will be completing the form so YOU get paid, not really because they are that interested in the offer, product or company.

Now these companies know this but they are still willing to play the numbers game.

The best way to show you is probably to let you see some examples.

Then we will tell you exactly how you can raise funds with this system.

Some Examples

The image shows a promotional email capture form for OxiClean Detergent Toss-N-Go balls. The form is titled "Detergent 4free.com" and features a "LIMITED TIME OFFER!" banner. It lists three benefits: "No More Measuring", "No More Messy Liquids", and "Leave in For 25+ Loads". A central image shows a package of OxiClean Detergent Toss-N-Go balls, with the text "GET YOURS FREE! Participation required. See below for details." and "OXICLEAN® Detergent toss-n-go™ ball". Below the image, it says "With the revolutionary new Toss-N-Go™, you'll never have to measure and pour detergent again." and "Toss it into your washing machine Leave in for 25+ LOADS". At the bottom, there is a text input field for an email address, a "Click here to submit!" button, and a checkbox for "I certify that I am a U.S. Resident over the age of 18, and I agree to the Privacy Policy and Terms and Conditions."

The above example is a quick typical email capture form. All that was required was to put in your email address and click enter.

For doing that your club or organisation was getting paid 95 cents. Not a lot of cash but it was easy to do and some clubs made over \$1,200 with this offer alone in less than a week, and everyone who filled the form got a free detergent ball to try out as well. A true win-win situation.

For some offers like that, the company may ask you to provide some more information such as location or fill out a quick 3 or 4 question survey. It doesn't matter because you will have been credited with your 95 cents anyway.

Can you see how easy it is?

Can you see the potential to raise lots of funds for your club?

Another example

This one is known as a short form offer.

To get paid, the visitors need to complete a short form. More info than just an email address or zip code but they do pay more. Once the short form is complete the visitor clicks submit and you are credited with your 'finders fee'.

This is where the big money is made. Some offers pay more than \$4.00 per short form submitted. We have one organisation that only does these types of offers. Their members know what to do and they complete over 2000 forms per month. You do the math.



The advertisement features a dark blue header with the text "Must Have Free Gifts" and a gift icon. Below the header, the text "PICK YOUR TEAM" is displayed. The main visual is a Pittsburgh Steelers jersey with the number 7 and the name "ROETHLISBERGER" on the back. To the right of the jersey, the text "Free* NFL Replica Jersey" is written in large, bold, yellow letters, with "*details apply" in smaller text below it. Below this, it says "Choose from 32 teams!". Further down, the text "Hurry, limited time only" is written in bold. At the bottom, there is a dropdown menu showing "Arizona Cardinals Jersey", a text input field labeled "Enter your email address", and a blue "Continue!" button with a right-pointing arrow.

This was popular as a lot of clubs have members who are interested in American Football. Of course, this doesn't matter anyway as you are really just interested in getting the forms submitted.

Another example – the Long Form Offer

This time we will look at an offer that pays out over \$50.00. But, there are lots of fields to be filled in and some people who see that are not interested in putting it in front of their members.

The pay out on some Casino offers is \$145.00 but, we only get involved in things like that if we are asked. (Which happens quite a lot).

4RefiQuote.com
mortgage provider

Refinance your mortgage today.
Fill out this short form and get up to 4 competitive quotes!

Tell Us About Your Loan Needs
What type of loan do you need? Refinance

Tell Us About Your Property
Where is the property located? Property State ?
Property ZIP code
Home description (Is mobile or manufactured home?) Single Family
Purchase year Purchase Year ?
Property use Select

Tell Us About Your Loan
Purpose of loan Loan Purpose ?
Estimated home value Estimated Home Value ?
First mortgage balance First Balance ?
First mortgage interest rate Select
Do you have a second mortgage? Yes No
How much additional cash would you like to borrow? Additional Cash ?

Tell Us About Your Personal Finance
Credit status Select One
Annual income Income ?
Occupational status Employed
Have you ever declared bankruptcy? No/Not in Past 7 Years
Monthly debt payments (do not include housing) Monthly Debt ?

Your Contact Information
First name
Last name
Street address
City
State State ?
ZIP
Email
Primary phone
Secondary phone
Best contact time Select one

By submitting this contact request, you are consenting to be contacted by up to 4 mortgage Brokers or Lenders either by telephone or email, even if you have previously listed yourself on any Do-Not-Call Registry

SUBMIT

Mortgage Calculator
Mortgage Term: 30
Interest Rate: 5.0
Loan Amount: 100000
Monthly Payments:
Interest Paid:
Total Amount:

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To Refinance... or Not, That Is The Question??
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Refinance Unwise
If you want a low interest, low payment mortgage refinance, refinancing online could...
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MORTGAGE BANKERS ASSOCIATION
Member of the MSA

Quite a lot to complete, but if someone is looking to re-mortgage then there is nothing to loose.

How The System Works (your short cut to raising funds quickly)

Let me explain how the system works.

We keep it simple

Step 1

First sign up **FREE** at www.how-to-raise-funds.com you will be given a unique code automatically upon signing up.

Step 2

Get used to the site and read up about us, read the FAQ section and email us for help and support with any questions you don't find on the site.

Step 3

When you are ready to start raising funds we will send you an email with at least 4 different offers on it. Your unique code will be embedded into the offers so we know who sent the visitors to the offer pages and so we can credit you with your funds. All you do is forward this email to your members, anyone else you think could fill the forms in and also, ask your members to forward the email to as many people as they know.

Sidebar

(We can also do this for you automatically. All we need is a list of the emails of your members. We already mail to over 23,000 people every month. All these members do is look for more emails to get us to mail out to. We write the emails, you approve them and we send them out.)

Step 4

Every day we are given statistics of who has completed the offers. We give you a detailed report every week and credit you with your funds every month after we get paid. **You are paid a MINIMUM of 70% of the fee's we receive.**

Try It For Yourself

To try the system and see it in action go to <http://www.how-to-raise-funds.com/trial>

Click on a banner and complete the offer. Here you can see some email/zip code offers, a few short form offer and some long form offers.

Pick one or two or one from each and complete the offer.

This will let you get a feel for how easy it is to do. You can also send that link to a few friends and ask them to go the page, fill some offers out and ask them how they got on.

Point to note

You will not get paid for doing this as there is a special code embedded into the offers. We collect the fees and give to a local charity.

At least you will see how easy it is to do, and, you will be helping raise funds for a needy charity as well.

You can also have a customised landing page placed on our site so you can direct people to the site through your own web site, emails or leaflets and posters if you want.

This works well as it saves you updating your email addresses.

We simply give you this banner (or we make one for you) to add to your site or your emails.



Your unique code will be embedded in the banner or email so you get credited for any offers completed.

Who is this for?

The simple answer is any club or organisation that needs to raise funds as a one-off project or on an ongoing basis.

Here is a partial list of who could benefit (you can easily add more if you want)

Clubs
Boy Scouts
Girl Guides
PTA's
Art Clubs
Sports Clubs
Schools
Brownies
Boys Brigade
Special Needs Clubs
Swimming Clubs
Church Clubs
Hospitals
Nurseries
Groups Raising Money For One-Off Projects
Mother and Toddlers groups
Single Parent Groups
Book Clubs
Chess Clubs
Online Gaming Clubs

The list is endless and I could go on and on forever, but I am sure you get the idea.

PS All of the above are members of the site.

A One Off???

Some people like the idea of raising funds this way and decide to go for it as the major source of fund raising for themselves.

Others decide that they do like it however they will just do this once or twice a year.

For people who only want to do a few projects a year, we can let you into the site and help you get your project off the ground.

The one thing we do say is that we can only help so many people and if you are looking to just do one or two offers then consider joining for a few months and then leaving as we want to help as many people as possible. We will set up banner campaigns for you so you will still raise funds.

Just to let you know, we have been doing this for over a year slowly testing the system and improving it, but the software and hardware required is quite advanced and the bandwidth is massive so to keep costs down we only take in so many members at any given time.

We have just recently upgraded our servers and software to allow more members in as we were creaking at the seams.

Just like viral marketing, the more people hear about us the more people want to join. Most of the time we have lots of memberships available but in the past we have had to limit the number of members. The only way to find out is to go to <http://www.how-to-raise-funds.com> and sign up.

Remember it is free and easy to do.

Typical Questions and Answers

Here are some typical questions we get asked.

- How quickly can we be up and running?
- How much time will it take me to get a project up and running once I am a member?
- I am not technically minded, how easy is it to do?
- How much can we make?

I will answer these questions one by one

How quickly can we be up and running?

You can be up and running in about 45 minutes.

All you need to do is sign up at www.how-to-raise-funds.com and you will be given a unique code immediately. You can then go to a special page we have showing the current offers and cut and paste the code directly from this page adding your unique code.

Copy and paste the code into one of the email templates we give you and send to your members. It's that easy.

If you prefer to wait and get used to the site. Don't worry as you are automatically included on the next email run from the minute you join up.

But, if you don't know about the internet, sending emails or copying and pasting code then don't worry. We will do it for you.

We send out your emails on average twice per week with all the codes included. You simply forward this to your members explaining what you are doing and telling them what to do. We even write those emails for you.

How much time will it take me to get a project up and running once I am a member?

As you can see from the answer to the above question, once you have signed up all you need to do is wait till we send you an email and you simply forward it to you members.

We find that a personalised note from you raises the amount of members who complete an offer. So it takes just a few minutes to do this once you become a member.

I am not technically minded, how easy is it to do?

It can help if you are used to sending emails or working on the internet but it is not required.

Basically we get paid for having those skills and by sourcing the offers.

If you want to let us do all the work all you need to do is give us your members emails in a file or forward them to us by email and we will put them onto your own database and email them on your behalf.

You simply approve the email we make up for you (we will **NEVER** send them out without your approval) and tell us to mail it out.

How much can we make?

Now that we cannot tell. It depends on so many things. How many members do you have, how many offers will they complete, will they go for short form offers, email or long form offers, will you send out an email once a week, once a month, every two months, how many people will they tell, will they be able to email to people in their work or maybe even do a broadcast email to all the colleagues?

The answers to the above will let you know once you start up.

What I can tell you is that you will raise funds, you will find it easy and enjoyable to do, the system runs on autopilot once you get started, and from personal experience of raising funds in the past it is much MUCH **MUCH** more effective than asking people for money.

Testimonials

We have over 90 testimonials that we keep on file. Some ask to be kept anonymous and others don't mind who we tell.

Here is a selection of those. I have edited some of these posts but I have them all on file in the office. You must remember where cash is involved some people want to keep the details to themselves and we would never reveal these details without the members permission.

This is the best fund raising idea I've ever been involved with
RBH, Scotland

We have had a great success so far and we've decided to use the program twice per year. We don't want to make our supporters feel they need to help us out. We'd rather they felt entirely good about it.

Emily Boston, USA

Thanks William, until about 4 weeks ago we were always telling the lads they couldn't get this or couldn't get that. Now that will change as we have a trickle of cash coming in on an ongoing basis.

Frank, England
(PS Thanks for the help with the email problem)

Superb.....there's nothing else to say

Tom Boyd, Canada

Took us a few attempts to get going but thanks to Derek we understand how to forward an email to a group and how to tell them a web page to go to.

Oh, and the money we make helps as well.

Our heartfelt gratitude

Angela, USA

William

Just a quick note to tell you our first week has passed and our balance is at \$1100.60. I can tell you the hard part will be deciding what to spend the cash on.

Say thanks to Charlie for his help, I never meant to be such a pain in the ***

Jackie, USA

To William R Stewart and the team at how-to-raise-fund

This mail is a heartfelt thank you for making our dreams come true.

As you know our situation is one where we need to raise funds on an almost a daily basis. The way we use the system is such that we drip-feed our members the offers and they complete them as they see fit.

The big plus to us is that we have a steady flow of money coming into the organisation. As a charity we know all about rejection when asking for money and even with our dedicated staff we find it hard to motivate them.

The biggest plus for us, after the money, is the fact that our team have had a welcome break from fund raising in the normal way.

As you know it does get to you eventually always getting told no or worse still just getting ignored.

We look forward to a long and profitable relationship with you.

Jean Alexander, Scotland

We have many similar letters and emails from existing members and it really warms our hearts when one like the last one above comes in.

There are only 6 people in our team but the amount of people we reach out makes us feel like we are in a massive organisation.

Who knows maybe the next letter will come in from you.

So come on give it a go. Here are the steps again to becoming a member.

Step 1

First sign up **FREE** at www.how-to-raise-funds.com you will be given a unique code automatically upon signing up.

Step 2

Get used to the site and read up about us, read the FAQ section and email us for help and support with any questions you don't find on the site.

Step 3

When you are ready to start raising funds we will send you an email with at least 4 different offers on it. Your unique code will be embedded into the offers so we know who sent the visitors to the offer pages and so we can credit you with your funds. All you do is forward this email to your members, anyone else you think could fill the forms in and ask your members to forward the email to as many people as they know.

(We can also do this for you automatically. All we need is a list of the emails of your members. We already mail to over 23,000 people every month. All these members do is look for more emails to get us to mail out to. We write the emails, you approve them and we send them out.)

Step 4

Every day we are given statistics of who has completed the offers. We give you a detailed report every week and credit you with your funds every month after we get paid. You are paid a MINIMUM of 70% of the fee's we receive.

Or if you want to try the system for yourself go to

<http://www.how-to-raise-funds.com/trial>

Whatever one you decide to do now, lets get those funds raised.

William R Stewart