

*The Giving Game*  
**The next generation in fund raising:**

Thank you for your interest in our 'Giving Game' Fundraising Program.

The purpose of this program is to provide you with an *on-going* source of revenue, a source that requires very little effort on *your* part and can be sustained even during slow or recessive economies.

It will take some time to fully educate your donor-base; however, we believe that in time, and as our list of products grows, your *donors* will come to see your organization as a viable resource for *them* (as do those who you already serve), and will begin to visit this website *before* buying certain categories of product elsewhere (not only because half of the money will go to your cause, but also because ideally they will soon be able to *write that half off* as well). There is no cost to you for setting up or operating this program. It is our hope that as a result of this policy, we will eliminate all risk to you for embarking upon this endeavor, and together we will truly make a difference in the world.

With sincere hopes for a wonderful relationship,  
Mark Fournier

1. Your *first* step is to send back the answers to the following questions. Once done, we will set up your account on our website.

**ORDERING**

Do you wish to have Fournier Inc. include marketing materials in each shipment promoting your organization? If so, please say yes and have your materials delivered to the warehouse site nearest you immediately. Yes (  ) No (  )

If yes, would you like us to:

- 1) Hold off on any shipments until *after* your marketing materials arrive (  ) or
- 2) Ship right away and begin including your marketing materials once they arrive (  )

Under what official name would you like your organization listed?

\_\_\_\_\_

How we can best abbreviate your organization's name (and still have other's recognize that it is you):

\_\_\_\_\_

Is your organization a 501-C3 (  ), 501-C6 (  ), other ( \_\_\_\_\_ )

Where would you like your payments sent and to whose attention?

\_\_\_\_\_

\_\_\_\_\_

Who would you like us to contact if we have any questions about your agency?

Name \_\_\_\_\_ Tel \_\_\_\_\_

Email Address \_\_\_\_\_ Fax \_\_\_\_\_

URL address to your website \_\_\_\_\_

2. Next, we will send you an email document entitled '**Exciting News**'. When you get this document, open it up and press 'forward' on your email bar as if you are going to forward it on to someone else. This will allow you to make text changes to the document for customization.
3. At this time, highlight any text that has been added above the first *box* of text. This would be any address and email text added by the computer during the email process. Once you highlight it, hit the 'delete' key and get ride of it so the first box comes right up to the top of your screen and you can see the product images near the bottom of the screen.
4. Next, go to each place where it says (Your name Here) and replace that text with your organizations name as you wish for it to read. You may also insert your logo in this first box if you know how. (You will find that your name is mentioned in the following places):
  - In the **Subject Category** that is listed when your email is first received but not yet opened.
  - At the top of the document when it is first opened (this is where you would place your logo if you so chose). Make sure you don't make your logo or organizations name so large that you are no longer able to view the images on the first screen. It is important that they see the images when they first open the email in order for them be enticed to continue reading.
  - You will also find a place for your name near the very end of the document where it tells the reader how to order so that way that YOUR organization is credited.
5. Now, while still in the *forward* mode, forward this new customized version to *our* organization [fournier2@mindspring.com](mailto:fournier2@mindspring.com) , so we can make sure that you have followed the proper procedure. We will then send a confirmation letting you know it is okay to distribute your document.
6. At that time you will forward the document to the names in your database file. (Hint, before doing so, make sure that you don't include any names that have a missing email address... this will keep your entire email list from being sent).
7. Once you send the document you will probably find that many of the emails in your database don't work due to incorrect or obsolete information. This is typical, and will give you an opportunity to update your database. Next, we recommend that you wait for three to four days and then send the follow-up document entitled **Reminder** (which is much shorter). *That* document will be sent to you in a couple of days so you don't send it out *first* by mistake. The purpose of the follow-up document is to address a phenomenon in advertising known as the 3/7 rule. It means that in order for an ad to be effective, it typically needs to be viewed in one form or another at least 3 to 7 times before the intended consumer will take action on it. With that in mind, we suggest you send a *third* and *final* version of the email titled **Final Reminder** about four days after the *second* one has been sent; however, follow-up emails are always at *your* discretion.