

Charity, Cause or Project Fundraising Package

TheTopTravelClub
and
SHI Symbol International



Why have such a Cause Related Marketing Fundraising Package?

a Win/Win situation for all parties

a Chance to REALLY give back in a monetary sense to others less fortunate

a TTTC and SHI Symbol International partnership provides very effective and quicker way to help others

a YOU are provided with very tangible ongoing benefits

Who's Who?

- a **TheTopTravelClub** provides TopTravelVouchers DIRECTLY linking members to Travel Operators worldwide
- a All vouchers are FREE to members and their families
- a TTTC DOES NOT earn commissions or charge fees to Travel Operators
- a 100% of Savings are passed to Members
- a Membership savings are applicable to your family
- a 30,000+ hotels, tens of 000's TopTravelVouchers, thousands of tours, up to 40% savings on Travel Insurance and more

Who's Who? (continued)

SHI Symbol International is the only Singles symbol that:

a provides worldwide recognition for one's Single status

a Opens the door for easy communication between like minded Singles

a Is stylish, fashionable and can be used or worn 24/7, anytime, anywhere in the world

Who's Who? (continued)

- a This Cause Related Fundraising Package can be applied to ***YOUR Charity, Cause or Project*** - however BIG or small

A Few examples:

- a Help your local Sporting Club fundraise \$10,000 for new equipment
- a Fundraise for your Breast Cancer Support Assoc. with a target of \$50,000
- a Help fund new venue for supporting Abused Children - your target being \$350,000

What?

TTTC/SHI Symbol partnership provides
discounted Fundraising Package with
International relevance

a \$50 per package paid directly to nominated
charity or cause

a Plus YOU save \$40 per package on Retail
Price

Where?

Cause Related Fundraising Package can
be used by anybody,
anywhere in the world.

Charity, Cause or Project can be
local, **regional**, **national**, **global**

When?

Can be stand alone Fundraising activity or tied to a particular event - eg Christmas campaign

Examples for marketing the package with success:

- a A Christmas fundraiser: The perfect gift pack for Christmas (or 2 gift packs if split)
- a A Birthday present
- a Great gift for Single friend who loves traveling
- a Buy 1 package, get 2 gifts from it
- a Student/GAP Travel

How Charities, Causes and Projects Benefit

\$50 Contribution from EVERY purchase

Normal Retail Package	\$169
Your Discount	\$40
You Pay	\$129
Your Donation to Charity, Cause or Project	\$50
Unlike some Fundraising packages, 100% of this \$50 donation goes directly to charity. There are NO COMMISSIONS, NO AGENTS FEES deducted from this \$50	

If preferred, all monies can be controlled by the Charity or Independent Accounting firm for distribution. The costs for this will be paid for by TTTC.

Example 1 - Sports Club

Your local sporting club needs
\$10,000 for new equipment

a Club has 300 members.

a Some own their own small businesses

a Some work for others

a Some work for the Government

a Some are stay at home parents

Example 1 *(Sports Club continued)*

4 members want to raise \$10,000

a 3 individually inform own contact database

a Family and friends alerted

a It is blogged about, posted on websites and Facebook, inserted in newsletters, talked about at Staff meetings and 'Twittered'

a Local community paper interested in 'story'

Example 1 (Sports Club continued)

The \$10,000 target is achieved by:

only 200 packages

(equates to 50 obtained per person, which equates to approx 4 per week over a 12 week period)

@ \$129 each

\$25,800

Charity, Cause or Project component

@ \$50 each

\$10,000

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Example 2 - Breast Cancer Support Association

You, your sister and 4 friends have been touched by Breast Cancer in some way and would like to raise \$50,000

The \$50,000 target is achieved by:		
only 1000 packages (equates to 166 obtained per person, which equates to approx 6 per week over a 26 week period)	@ \$129 each	\$129,000
Charity or Cause component	@ \$50 each	\$50,000

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Example 2 (Breast Cancer Support Assoc continued)

- a Those with businesses inform their clients, suppliers, post on websites, blogs, newsletters and generally use social media and networking strategies to spread the word virally
- a Family and friends alerted around the world
- a Sporting and other club networks approached
- a Other parents with children
- a Breast Cancer Support Association involvement
- a Local community paper interested in 'story'

Example 3 - venue supporting Abused Children

- a You are a business organisation with a database and network of approx 700,000 contacts.
- a You aim to raise \$350,000 for this Charity
- a You interest 7 people to be KEY people to coordinate this effort
- a If they successfully appeal to just 1% of your existing contacts - ie 7000, your target will be reached. Just think what 2% would raise.
- a This is WITHOUT any of your contacts spreading the word to THEIR networks and contacts

WIN/WIN/WIN

Example 3 *(venue for Abused Children)*

The \$350,000 target is achieved by:

only 7000 packages (equates to 1000 obtained per key person, which equates to approx 38 per week over a 26 week period)	@ \$129 each	\$903,000
Charity or Cause component	@ \$50 each	\$350,000

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This is just the beginning...