



Fundraising at Scale

WEB DESIGN PHOENIX

Scalable Online Fundraising for your Cause



Webdesign Phoenix's proprietary fundraising program includes all of the tools your Organization needs to limitlessly expand your fundraising efforts at no out of pocket cost. You'll tap into the virtually endless resouces of expanded circles of influence of your supporters with no administrative hassle. We'll build you a branded website, help you engage unlimited supporters, and channel money directly to your bank account. For example, we've helped many Sections of the PGA raise an aggregate \$2 Million+ for their local Foundations in just 5 years through PGAGolfDay.com. The Junior Golf Association of Arizona has raised over \$70,000 in each of the past 5 years through JGAA100.org, and there are many others.

The screenshot shows the PGA Golf Day website. At the top, there's a navigation bar with a "Select Section:" dropdown and a "Site Search" field. Below the navigation bar, there's a "You can help" section with "Raise money" and "Donate" buttons. The main content area features a large "Raised so far: \$1,044,726.00" and a map of the United States with various regions highlighted. A dropdown menu is open over the map, listing regions like Aloha, Colorado, Gateway, Gulf States, Indiana, Iowa, Kentucky, Middle Atlantic, Minnesota, Northern California, Pacific Northwest, Rocky Mountain, South Florida, Southern Texas, and Southwest Section. The text on the page describes the PGA Golf Day program and its goal to raise money for local charities.

The screenshot shows the JGAA 11th Annual 100 Hole Golf Marathon website. The header includes the JGAA logo and the event name. The navigation bar has links for Home, Players, Leaderboard, Sponsors, About JGAA, LPGA-USGA Girls Golf, and Contact Us. The main content area features a "You can help" section with "PARTICIPATE" and "DONATE" buttons, and a "Raised so far: \$77,999.00" display. Below this, there's a "Welcome to the OGA" section with a "You can help" section and a "Raised so far: \$116,130.00" display. The bottom section features the MentorKids USA logo and a "Support Mentor Kids USA communities..." section with a "Raised so far: \$29,892.00" display. The text on the page describes the MentorKids USA program and its goal to support challenged youth.

Why should we take our fundraising online?



Automation: minimal administration required, online registration and donation processes, online fundraising tools, tax receipts, collection begins immediately, complete accounting, no physical cash collections necessary



Donate per hole:

0.50 \$

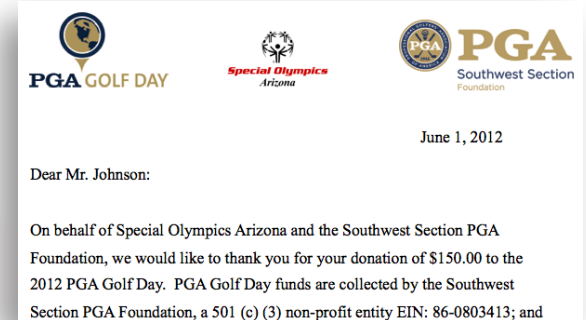
Pledge per hole	Total donation
\$0.50	\$59.00
\$1.00	\$118.00
\$1.50	\$177.00
\$2.00	\$236.00
\$2.50	\$295.00
\$5.00	\$590.00

Raised so far
\$15,147.00

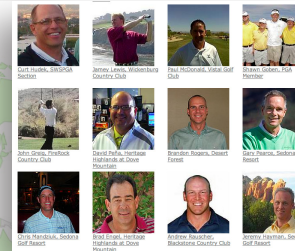
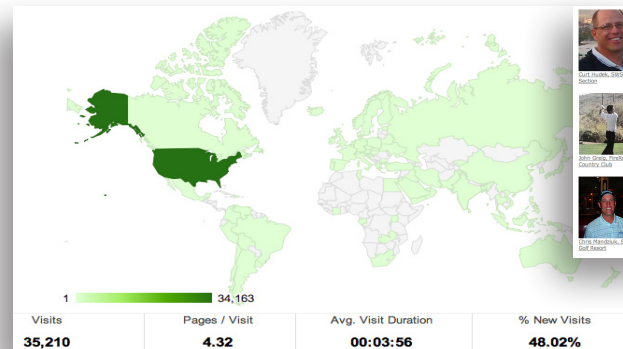
Fundraising goal \$15,000.00

0% 25% 50% 75% 100%

Raised in 2010 : \$12,625.00
Raised in 2011 : \$15,253.00



Scalability: engage unlimited supporters, strategic partnerships, global reach...tapping into boundless individual circles of influence. Customized programming allows for endless versatility, accommodating existing programs or new ideas at any time.



6/12/2012	\$59.00	Good luck Greg!
6/12/2012	\$59.00	Thanks for all you do.
6/12/2012	\$59.00	
6/12/2012	\$118.00	Hey Bud, have a great time, wish I was there golfing with you at least the first 18 holes.
6/10/2012	\$59.00	Greg; It's been a couple of years but we are delighted to help you once again in this wonderful exercise. Best of luck to you. Chuck & Lora Ingalsbee
6/7/2012	\$118.00	WE WILL SEE YOU OUT THERE
6/6/2012	\$59.00	Good Luck! Thanks for your passion for this worthy cause.
6/6/2012	\$118.00	Good luck!
6/5/2012	\$59.00	Thanks for all your good works. Drink lots of liquids and hope the day isn't too hot!!

Showcase: highlight programs, charities and individuals, ensure credibility, real time fundraising leaderboards, leverage public relations opportunities, and promote historical successes

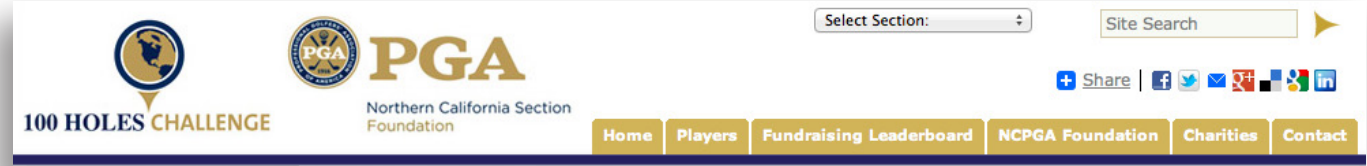


SWSPGA Fundraising Leaderboard 2012

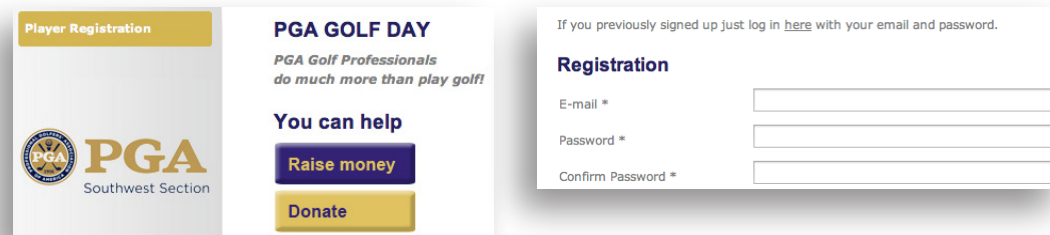
Player	Golf Club	Donation Amount
Greg Leicht	Vistal Golf Club	\$15,147.00
John Greig	FireRock Country Club	\$13,600.00
Doug Westcott	Desert Highlands	\$11,793.00
Shawn Goben	PGA Member	\$10,405.00
Brandon Rogers	Desert Forest	\$8,345.00
My Larscheid	Longbow Golf Club	\$8,223.00
Shua Dostator	Trilogy Golf Club at Vistancia	\$7,915.00

What are the steps we would need to take?

1. Custom website: WDP builds you a fully functional, branded, easily managed website populated with your own content at no charge and with no hassle.



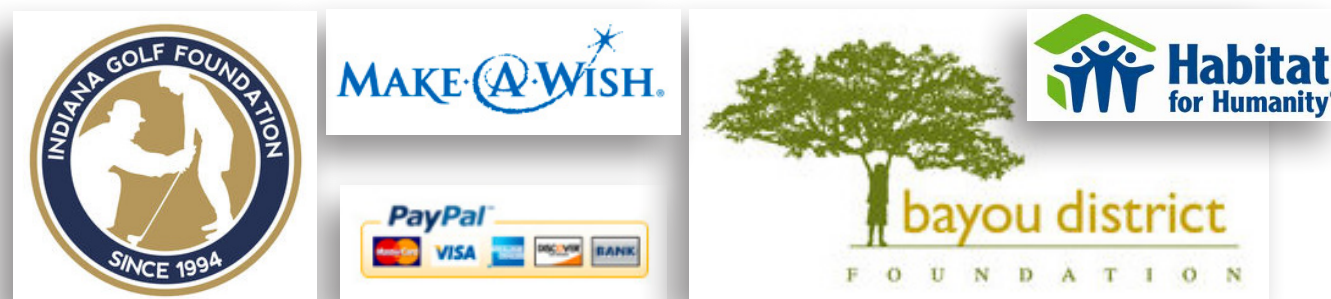
2. Recruit participation: broadcast the program to your supporters, partner with existing charities...players register themselves online. Templates and marketing materials are readily available



3. Participants solicit contributions: everything is automated through the website, showcase individual efforts through email, social media, or otherwise tapping into vast circles of influence



4. Money flows directly to your Foundation account: disburse funds however you like, whenever you like, to causes of your choosing



...Other FAQ's



What does it cost? Webdesign Phoenix will construct your custom website at no out of pocket expense. The group effectively partners with your Organization, collecting a small maintenance fee and percentage of your gross funds raised as agree upon at the end of your campaign. Paypal credit card processing costs approximately 2% as well. That said, there is no actual cost to take part, with value created in automation, scalability, and expertise vastly out weighing the small contingency fees. Additionally, because WDP is invested in your success, whenever you need help with your campaign, require website adjustments, or advice, they are always going to be willing to help if it means raising more money.

How much work is involved with getting started? Webdesign Phoenix takes care of all the heavy lifting, and all your materials are already in place. You'll need only to communicate any questions, special needs, or customization you would like to have regarding your fundraising campaign. They will build your website based on your own branding requirements or aesthetic tastes, any existing programs, or other requirements you might consider. They have all the tools you'll need to get things going, promote your campaign, and even sample presentations, email blasts, and collateral materials you can begin using immediately to recruit participation amongst your potential supporters.

How long does the setup process take? By the time details are ironed out, your logos, images, videos, and text are added, and all functionality is plugged in, website development will take approximately 1 month. It is recommended to allow at least an additional month or two for recruiting participation and publicizing your campaign.

How much administration or staffing is necessary on an ongoing basis? The website handles all registrations, donations, custom thank you letters, tax receipts, and accounting. From a staffing and administration standpoint, you'll need only to allow for general planning, efforts in recruiting participation, and for the disbursement of funds to the appropriate charities upon completion of your campaign each year.

Can we engage sponsors or partner with other charities? The sky is the limit in terms of partnerships, customization, and following through with whatever ideas you might have to bring in more money. Many Organizations have negotiated fruitful partnerships with recognizable charities, celebrities, and companies, leveraging their fundraising efforts on an enormous scale.

Are there Best Practices? Yes. Because each Organization is operating autonomously and there is nearly no competition for donors, best practices are readily shared. Newcomers especially benefit from the experiences and ideas discovered by other Organizations in past campaigns.

How much is involved for the participant? The participant will spend about 5-10 minutes setting up their own personal fundraising page on your new website. From there, he/she will be able to login any time and make changes, personalize messages, and utilize available fundraising tools at their own discretion. In another few minutes, the person will compose an email, broadcast on social media, and otherwise let everyone in their life know about their endeavor (golf marathon, walk, etc.), charitable causes, and how to donate to his/her page online. Of course, the player will then have to dedicate time to play, walk, run, or whatever the event entails as well. All donation receipts, thank you letters, and accounting is taken care of automatically through the website.

What about checks and cash? Ahh...the old fashioned way. There is a mechanism on the website designed to accommodate checks and cash donations. Participants register these donations online so that leaderboards are properly updated, the player is given credit, and thank you letters and donation receipts may be sent automatically.

Is the website capable of serving as our main website? Yes. The website you receive through this program is a full scale website certainly capable of replacing (or simply supplementing) your main Organizational website at your discretion. If your main website is due for revision, this may be a great cost effective means of updating.

How do we learn more? Please contact us directly to discuss your Organization's requirements, campaign ideas, and whether we may be of help. We promise there will be no sales pitch. As a general guideline, this approach is generally best suited for Organizations with over 25 participants and looking to raise a minimum of \$50,000 per year.

Sample Supported Charities...

