

Example of collaborative custom book project with Ads / Sponsors

Many times groups want to purchase "IT'S A DISASTER!" books for local volunteers and citizens but have very limited budgets. A creative way to raise money and get local businesses involved is to sell ads or sponsorship inside books (or CDs or eBooks).

Just let businesses, utility companies, service clubs and others know they can pay for Ads with cash, lines of credit, barter or trade (basically whatever you can get) ... and keep it all since Fedhealth will print the ads for **free** and throw the value in as "match" on your paperwork.

For example, a small community in Alaska had no money to purchase custom books but wanted a copy in every home on the island. So the DPS Director approached his Local Emergency Planning Committee and the LEPC members contributed money, services, fuel and other stuff in exchange for having their logos and data in the book and on the cover.

In fact, the Director collected enough money to pay for his entire book order and part down on a civil defense siren for the Island. It was a community effort that was a total win-win for the agency, residents and local businesses.

Logos, lists of sponsors, messages and other data can be added to any custom book, CD or bulk eBook order ... or done with free peel & stick labels.

Keep in mind we are completely flexible and welcome any new ideas to get this information into the public's hands and help our country "be aware, be prepared, and have a plan". Learn more at www.itsadisaster.net or call 1-888-999-4325 toll-free.

Example of a collaborative CD project using multiple funding sources & Agencies

A community is working on combining funds to purchase 25,000 custom mini-round CDs for distribution at a sporting event. All Fedhealth products qualify as community education providing a minimum \$4-to-\$1 return on match, plus we can individually receipt each group making it a perfect draw-down vehicle for local, state and federal agencies.

We can customize our IT'S A DISASTER! eBook to include local contact information and other pertinent data plus agencies and volunteer groups like CERTs and MRCs can include their brochures and materials for the public.

Then those volunteers plan to approach local businesses, utility companies, service clubs and others about placing ads on the CD. Groups can take lines of credit, barter, trade, cash or whatever they can get ... and keep it all since we include the ads for **free** and throw the value in as match.

A mini-round can hold 180 megabytes of data and the eBook is less than 2Meg so there's tons of room on each CD for the various agency and volunteer materials plus the ads. The CD could be designed with a sports theme (like a baseball, basketball or football helmet) and is placed in a window sleeve making them convenient to hand out at events.

My wife and I are the authors, copyright owners and publishers of IT'S A DISASTER! books, CDs and eBooks and we welcome any ideas to help educate our country and help fund our Emergency Services

teams. Basically, if we can afford to do it, consider it done! Please visit www.itsadisaster.net or call 1-888-999-4325 toll-free to learn more. Thank you.

Fundraiser Programs

We have some exciting and creative ways to help schools and volunteers raise funds utilizing our "IT'S A DISASTER!" books, eBooks and CDs.

Our "**traditional**" fundraiser allows kids to sell our books to local citizens and earn up to **75%** or more. Schools and youth groups can sell our \$15 book to the public for whatever price the Coordinator sets and keep everything above the \$3.50 per book cost. Some groups pre-order so they can give books out as sold -- others use the Order Form to take prepaid orders. And we provide free customization and freight to schools.

Another way volunteers and schools can raise money is through our "**referral**" program. This simple program just requires groups help us spread the word about our products to businesses and agencies ... or share the Fundraising Program with area schools. Just share our web site or toll-free# ... we do all the work and, if any sales result, we'll donate **10%** back to the referring entity.

Our creative "**Ad / Sponsorship Program**" complements other programs since **100%** of the money spent by local companies STAYS with local First Responders and schools. Consider getting local businesses, utility companies, service clubs or agencies involved to help sponsor your purchase or put ads inside your books, CDs or eBooks. Take whatever you can get for ads or sponsorship like cash, lines of credit or trade .. and keep it all! We'll do the ads for free and throw in the value as match.

And finally, our "**Affiliate Program**" offers groups the opportunity to earn **10% - 33%** on eBook and book sales using an easy web link. There is no cost to become an Affiliate. Just sign up and place a text or banner link on your site. When someone clicks on your link they are taken to our site and the commissions are all tracked electronically on any orders placed by those visitors.

There are several overviews, examples and Kits online at www.itsadisaster.net or call 1-888-999-4325 to discuss any ideas to help fund your organization!

"Match" Benefits for agencies, service clubs & others

Many agencies, volunteer groups, service clubs, faith-based organizations and nonprofits rely heavily on grant money to help with special projects or programs. And .. quite often .. local and federal grants require groups come up with a percentage of match to gain access to the bulk of dollars being awarded. Match normally consists of money from other sources (like cash donations) and the value of donated materials and services.

Our IT'S A DISASTER! books, CDs and ebooks all qualify as community education under most grants and provide a minimum \$4-to-\$1 return on match.

In other words, the 75% to 83% discounts from the \$14.99 retail value of our book, the value of the free customization, the discounts we often provide on freight, and our donated services all qualify as in-kind or community match. So for every dollar spent on our products, your group can earn a minimum of 4 dollars in match.

We can even help bundle various grants or budgeted dollars together and individually receipt each group to help clean out any leftover buckets throughout the year making it a perfect draw-down vehicle for local, state and federal agencies.

Another way to get additional match is ... once you've got an order in the works, consider getting local businesses, agencies, Rotary, Kiwanis, utility companies or others involved to help sponsor your purchase or put ads inside your books, CDs or eBooks. And take whatever you can get .. lines of credit, barter, trade or cash if you can get it .. and keep it all! We'll do the ads for free and throw the value in as in-kind match to boost your coffers!

My wife and I are the authors, copyright owners and publishers of IT'S A DISASTER! and are completely open to any suggestions or ideas that help our country. Please visit www.itsadisaster.net or call 1-888-999-4325 to learn more!