

Manual for
Working with
Non Profit Organizations
(NPOs)



My Power Mall

Together We Can Change The World, Inc.
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(Revised January 2009)

Introduction

Dear MPM Member,

I am so glad you are interested in working with Non-Profit Organizations – whether that is your local school, church or another organization committed to making our world a better place.

Together We Can Change The World, Inc. and My Power Mall were created to make the world a better place. I'm so glad you want to help us do that – while also generating financial freedom for you and your family. I don't think life gets any better than that!

We have learned a tremendous amount about the Non-Profit world during the years since our launch in 2001. The purpose of this section of your Training Letters is to share that information with you – ensuring your success from the beginning.

Let's start with the most important thing: If you are only interested in working with NPO's because of the money that can be made – DO NOT DO IT! You will only be successful if you truly have a desire to use My Power Mall to help make a difference in the world. A NPO Executive Director can tell in a mili-second if you are just after what you can get from them. You will only succeed if they can feel your integrity and your genuine desire to help them. Many NPO's have been burnt by people wanting to use them – not truly help them.

There are millions of people in the world you can "market to."
Working with NPO's is only for you if you truly want to make a difference.

If your answer is "Yes," then you are getting ready to step into a very satisfying and lucrative part of My Power Mall. While working with an NPO will not give you a higher "return," it will align you with organizations that already have a member base eager to help them, and a staff that is woefully underpaid. If they can be made to see how MPM can help the organization, their staff, and those members who want to be a part – you will have a true win/win situation that will pay you handsomely! All those people building a business, being able to communicate that MPM will benefit the organization they already support, can only be good.

Think about it... Most NPO's have a board of directors, and staff (paid or volunteer) who help them. If the NPO becomes a part of MPM, it is

only natural for them to share it with these people so closely aligned to them. The great part is that not only will these people be helping their organization – they will also be helping themselves.

A brief history lesson:

Together We Can Change the World has been helping Non-Profits for almost 5 years through another division – Shop For Charity Day. While it has been powerful for them, it was always a struggle because we had to find ways to communicate with their supporters to get them shopping, and while shopping grew everyday, it never reached what we wanted it to.

My Power Mall grew from one key realization: People want to help others – but they mostly want to help themselves. Whether I like it or not, that is just human nature. How to work with it? My Power Mall was the answer – allowing people to generate financial freedom while also funneling money into the TWCCTW Foundation & the One-Child-At-A-Time program. Now we are expanding that by making all of you our partners in working with the NPO's that are part of your life – and then extending out from there.

End of history lesson...

So where do you start? Use the navigation menu down the left side of the page to follow the Yellow Brick Road to MPM/NPO Success!

Where To Start?

While you may have grand ideas of working with the Red Cross – and may indeed have an open door to them – most of you will start out by working with the organizations in your community, or those you are closely involved with. Talk to your kid's school PTA President. Talk to your pastor. Talk to the Executive Director of your Humane Society or local children's group.

There are several great ways to locate organizations in your area you can help. Start with the yellow pages. Look up churches. Then look up Non-Profit Organizations. Look up your area schools. Look under Youth Organizations. Make a complete list, with as much contact information as you can. Look under Service Clubs & Clubs. You'll be amazed how many you will find right where you live.

Is your child, grandchild, or neighborhood kid involved in sports, music, drama, cheerleading, debate, or one of the other dozens of

extracurricular activities that require ongoing funding? Whether through a Booster Club or just a group of parents banded together to create funding, they are constantly trying to make money. They should know about My Power Mall. These are the biggest spenders in our economy – whether for themselves or their children. How natural to have them shop online through their own Power Mall – saving money, time, gas, AND making money for their organization but also for THEMSELVES!

Once you start to look outside your area, the opportunities are HUGE! There are over 1 Million registered Non-Profits in the U.S. That doesn't even include the 100's of thousands of youth Booster Clubs, Sports leagues, etc. Then, when we are truly ready to go International – the world will be your oyster – whether you live in that country or just want to help.

Are you starting to understand why this is such an exciting part of My Power Mall?

Now it's time to Contact them. What do you do?

How do you Contact Them?

Okay, you have your list and you're ready to go. Yikes! What do you do now? Well, you have several choices:

1) **E-cards** – we have created some beautiful E-cards just for our NPO's. We will be adding more all the time. . . Check them out by going to the E-card link in your Back Office, click on E-cards, and then click on NPO Marketing E-cards. We think you'll love them as much as we do!

I would only use this method if you are contacting someone you know and who knows you, or someone you have already spoken with on the phone and is expecting an email from you. Otherwise, they are sometimes hesitant to open something from someone they don't know.

2) **Snail Mail Letter** - You can also send them a letter in the mail. We call it our Snail Mail letter. Go to page 20 or [click here](http://mpmtraining.homestead.com/NPODownloads.html) to view and print it (*or copy/paste this URL to your browser:http://mpmtraining.homestead.com/NPODownloads.html*).

3) **Email** - If you prefer a more direct approach than an E-card, we have created an email you can send to the organization you want to

approach. Go to page 18 or [click here](#) to view and print it (*or copy/paste this URL to your browser:http://mpmtraining.homestead.com/NPODownloads.html*).

4) **Phone Script** – And, last but not least, we have created a Phone Script with accompanying emails and tips that you can use for direct contact. Go to page 14 or [click here](#) to view and print it (*or copy/paste this URL to your browser:http://mpmtraining.homestead.com/NPODownloads.html*).

We realize personalities are different. Some of you are very comfortable on the phone. Some of you can't even imagine picking up that 10,000 lb. handle to make a call. Though we always encourage people to step outside their comfort zones and be willing to stretch themselves as they pursue success, we also realize we have to provide as many ways as possible for you to contact NPO's. I believe you will find them here!

Read through everything. Look at all the E-cards and then keep coming back to see what has been added. Study the phone script and then use it as is, or adapt it for you.

The important thing is to just DO something. You want to know the NPO program, but if you know it inside out and then still don't DO something, it will do you no good. Everyone is different; some will want to start with organizations you know. Some will want to start with organizations you don't know and get more comfortable with it before you approach people you know. Neither is right or wrong. The only wrong thing is to do nothing.

There are hundreds of thousands of organizations in this country and the world desperate for funding. They NEED My Power Mall! You can be the vehicle for empowering them to fulfill their mission. While you might not be able to take every abandoned animal in your town into your house; you CAN help them generate funding to help every one! While you might not be able to go to Africa to feed starving children, you CAN help organizations generate funding to do that! The examples can go on and on...

The bottom line is that hundreds of billions of dollars are being spent online every year and that number is only going to climb. My Power Mall is in existence to channel a percentage of that money into organization's pockets and into YOUR pocket. I'm glad you're committed to helping us change the world!

Now we're going to share some wisdom, tips and tricks from the folks who have been working with Non-Profits for several years through

Together We Can Change The World, Inc. They have some incredible things to share.

Proposals

Now that you've got an appointment with a decision maker for the NPO you want to work with, what do you do?

You may need to send (or take) a letter about UBIT (unrelated business income tax) or MPM's status. You can find these in NPO Q&A (see menu to the left).

You may also want to take a formal proposal with you. We have created two proposals for you to download and customize with your information. They are basically the same, except for one major difference.

The template called "Power of 5" is a generic proposal with numbers already factored in.

The template called "Setting Your Own Figures" allows you to take numbers provided for you by the organization and "crunch the figures" so they more accurately reflect MPM's potential specifically for that organization.

You will want to:

1 - *Choose the appropriate document.*

2 - *Customize it* with the organization's name, your domain name or URL, your name and contact information, and if you are using the "Setting Your Own Figures" document, deleting the lines and then filling in the correct numbers. Don't forget to customize the very first page.

3 - *Print in color on nice paper.* And *print one for yourself* (can be in black & white) if you will be going over it at the appointment. That way the person you are meeting with can look at his/her copy as you go through the proposal using your own copy. This also means you will have copies of proposals you make. You can always add notes to your copy of the proposal during the appointment (if you are asked questions you need to research) or in your car after the appointment.

4 - *Place it in a presentation folder.* Give your presentation the finishing touch by presenting it in a folder. It doesn't have to be expensive - one with a clear front would be a good choice since the

Proposals have a nice title page. This will not only give a great first-impression and keep it looking nice, it will make it easy to find on a desk or in a stack of papers (heaven forbid!). :-)

Go here to download the proposals:
<http://mpmtraining.homestead.com/NPODownloads.html>

Next we're going to share some wisdom, tips and tricks from the folks who have been working with Non-Profits for several years through Together We Can Change The World, Inc. They have some incredible things to share.

Collective Wisdom Gained Through the Years!

We have a group of Together We Can Change The World, Inc. Project Managers who have been working with Non-Profits for several years. As Founding Members of TWCCTW, I can guarantee you they have a passion for making a difference and helping organizations. Listen carefully and learn from them. Their advice is priceless!

1. Don't get discouraged when orgs don't answer their phones or respond to emails right away. If they are important to you, leave voice messages, call again or email if you have been calling. They are busy and often have a small staff, or lots of times only volunteer staff members. Keep trying unless they indicate they are not interested.
2. You can't help everyone. Some orgs are content to continue doing what they have always done with fundraising. It is familiar and comfortable (also often lots of hard work!). They may not be open to new ideas, even if you think they should be!!
3. Get to know something about the org before contacting them. Visit their website if they have one, or Google them. Find out what their purpose is, what their needs are and how they are currently raising funds.
4. Be friendly and interested in the org and the person. DON'T come on like a telemarketer!!
5. Attempt to contact the person with the authority to make a decision, or the Development or Fund-raising Officer. If you contact an office person, make a friend and find out the proper person to talk with.

6. If an org is not ready to make a commitment to MPM at the time you contact them, be sure to leave the door open for the future. Leave your contact information with them in case they are ready at a later time.

7. Be sure they understand that MPM is completely FREE to all Non Profits and is not MLM. Although there are some similarities, read why it is not MLM in your training materials. Be prepared to deal with the question.

8. It may be wise to approach smaller organizations first, and possibly some you already have a relationship with or are familiar with. The small orgs often don't have the opportunities to produce income that the larger orgs have, and may be more open to the idea of MPM. After you have approached numbers of small orgs you will be more comfortable to talk with larger ones.

Don & Barbara Westenbarger - TWCCTW Project Managers

Working as a project manager for the past three years I have gained a deeper understanding of how busy the NPO's are. They really need our help and the financial assistance we can offer them.

When making phone calls I get a better understanding of the person I am talking to if I take a moment, close my eyes and try to hear what they are saying without seeing their body language.

With my eyes closed I can better hear in their voice where they are and be sensitive to the true meaning of their words. They can be so busy they can not talk to me today or they need to have my help with their back office. I can calm their frustrations and help them share My Power Mall with their supporters.

Laura Fruth - TWCCTW Project Manager

Before I call an organization I go to their website and find out all about them (mission, current activities, and future activities). This ensures I have something to talk with them about – something I am sure they will be interested in!

I've also learned to put on a very positive attitude before I pick up the phone. You want to make sure you have a very upbeat tone and presence.

It's important to get to know the person you talk with in the NPO. I've found that if it has a small staff (maybe only the person you are talking with), and they are totally overworked, they enjoy telling you that and really love it if you are willing to work around that time factor. You're basically just affirming their importance and letting them know you understand and appreciate them.

See if they know about TWCCTW/MPM, and then depending on their level of knowledge start from there. Mention the program but tell them you are not going to go into in depth because there is a complete website that will tell them all they need to know and more, and that you know you couldn't do half as good a job as the website does. . . just send them an email with the URL. When I'm doing this I stick in there at some point, "Remember it's all FREE for your organization, so take a look." Then I see if they have any questions. . . answer.

I tell them I will give them a chance to look over the program and determine a time and date to get back with them. I don't leave it open-ended. I make sure they know I'm going to call back in, say, 2 days at 3:00 PM. I make sure they have my contact info in case they have a pressing question before our scheduled meeting time—and send an email with contact info and meeting time.

Lavinia Birkhead - TWCCTW Project Manager

And now from my own years of working with organizations – whether raising funds or sharing TWCCTW and MPM with them. . .

- It is very important to choose organizations you are passionate about yourself. For instance, if you are a committed Democrat, it would probably not be wise to work with a Republican political committee. You might have a hard time coming across as sincere. Think about your passions. Do they include animals? Children? Health issues? The Environment? Search out the organizations that support your passion and work with them. You'll come across as authentic and you'll have a lot more fun!
- Realize that organizations can get caught in ruts. They've always sold candy. They've always just asked for money. They've always spent months putting together a Community Garage Sale. Here you come, offering them a free online Mall where supposedly they can

generate unlimited income. It will be difficult for them to believe. What they will believe is YOU – if you take the time to build a relationship and generate trust. IF you take the time to listen to them, hear them, and help them see a new way of doing things. Some will get it right away. Some won't – but those you can always come back to later when My Power Mall is a household name.

- Organizations can be very protective of their members – as they should be. You'll want to tread lightly in the area of My Power Malls for their members – until AFTER they have been to the website. To talk about it before they go to the website will raise all kinds of red flags for them. MLM's have been using them for years and they are wary of it – as they should be. Once they see how different we are they will more likely be eager to share it with their board and members, but NEVER push it. They have to build it their way. Your job is just to introduce them to it.

Ginny Dye

Once you have brought an organization into My Power Mall – though our systems will do a great job of taking care of them and giving them everything they need, there are some ideas you can share with them that will help them succeed with My Power Mall, assuring them you care about them and want them to succeed. Here's a partial list one of our Project Managers sends to her organizations:

Tips for Non Profit Organizations

- Begin at home.....Begin with your staff.....promote it to them.
- Buy office supplies from your mall. MyInk.com pays 21.00% of the purchase price.
- Once you have a testimony.....make it known.
- Add your business mall URL to every piece of correspondence leaving your headquarters or office.
- Add a link to your newsletter.
- Write an article about how your supporters can help just by redirecting their everyday spending to stores in their individual mall, earning income for themselves, as well as helping their favorite organization.
- Create business cards and give two cards to everyone at other activities or fundraisers and ask them to pass one on to someone they know that shops online.
- People you know who already shop online are the ones you want to reach.

- Everyone in your database will be working to sign up ten World Changer malls. They know people you don't know, therefore expanding your reach ten-fold.
- Special alerts will go out from our great deals research team, but only to those who agree to receive them, so the work is done for you.
- If you snail mail.....include your business mall announcement and URL.
- Remind supporters that buying a gift a month can make a huge difference, taking into consideration, birthdays.... weddings.... anniversaries.... and Christmas.... not to mention everyday needs.
- HANG IN THERE.....This is working for the smallest of organizations.

Barbara Harding – TWCCTW Project Manager

While this list of collective information will grow, this is enough to get you started. Now, let's give you some resources to answer some of the questions you are most likely to receive. . .

Questions & Answers

While the MPM website will answer almost every question for an NPO, there are a couple that are exclusive to NPO's so we'll address them here and give you the link to letters you can send them.

What About UBIT?

Now if you're not in the NPO world, you'll be scratching your head over this one. UBIT stands for Unrelated Business Income Tax. Here is your answer (that will also answer your own questions):



My Power Mall
 1941 Lake Whatcom Blvd., Suite 207
 Bellingham, WA 98229

Dear _____,

Thank you for your question regarding UBIT. It is best if this answer comes directly from our Founder and CEO, Ginny Dye

Unrelated Business Income Tax (UBIT) is often misunderstood, and therefore feared, by Non-Profit organizations. While it deserves understanding – it need not be feared.

In regard to an organization's decision to have an online Mall with My Power Mall, let's begin with the assumption that the income will most likely be considered Unrelated Business Income. The income from your Power Mall is not directly related to your mission. The IRS will require tax to be paid on this income.

Is that a bad thing? That depends. Any UBI needs to be evaluated from the position of Cost & Return. More and more Non-Profits are turning to more traditional business ventures in order to generate income. The realities of a troubled economy, coupled with the reality of 1 Million+ organizations vying for people's money, makes surviving solely off donations a difficult thing.

Consider just a few:

- The American Diabetes Association receives millions in UBI
- The Lance Armstrong Foundation cites almost half their income from UBI
- The National Kidney Foundation receives hundreds of thousands from UBI
- Over half of the American Bible Society's income is from UBI

It's really very simple. Unrelated Business Income only creates a problem for you if you don't pay the taxes on it. Your attorney and accountant should be aware of the income so they can file a 990-T. You pay the taxes, and then have the remaining income for your organization.

Let me return to the only real issue with UBI – it is the Cost/Return ratio. If you are running a business venture that is not making money then you have a problem. If your business venture is returning income to your organization once all the expenses (cost, time, staff, etc.) has been calculated, then you have a positive addition to your Non-Profit's overall mission.

With that in mind, let's take a look at your possible involvement with My Power Mall. There are several things to consider:

COSTS

Upfront Cost: Zero \$\$

MPM will provide your Mall at no charge to you.

Staff Time to establish Mall: Zero

Staff Time to Implement Mall: Zero

We will create and send all marketing materials to those people who decide to have their own Power Mall through your website. We provide free tools and ongoing training to ensure their success.

RETURNS

Your return depends on the number of people on your MPM Team, as well as their commitment to shopping. The best way to determine that is to use our [Income Calculator](http://www.mypowermall.net/calculator.aspx). (If the link doesn't work go here: <http://www.mypowermall.net/calculator.aspx>)

The most important thing to factor into your decision is the reality that you have no ongoing costs for the income you generate from the Mall. Paying UBIT on income you have done little to generate is a smart financial decision for the future of your organization.

MPM has invested over \$1,000,000 in money and time to create a business model any organization can use to create additional income. We have absorbed the costs in order for you to receive the monetary returns to further your mission.

We are completely committed to your success.

Sincerely,

Ginny Dye

CEO/Founder
My Power Mall

I look forward to working with you in the future to help (org name) generate unlimited income with My Power Mall!

Name
Email
Phone

[CLICK HERE](http://mpmtraining.homestead.com/NPODownloads.html) to download this letter (or copy/paste this URL to your browser: <http://mpmtraining.homestead.com/NPODownloads.html>).

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Is TWCCTW or MPM a Non-Profit?

Another question you'll get is whether TWCCTW, Inc. or My Power Mall is a non-profit ourselves. Here is your answer:



My Power Mall
1941 Lake Whatcom Blvd., Suite 207
Bellingham, WA 98229

Dear ,

The best way to answer your question about whether we are a Non-Profit organization is to share a response directly from our CEO, Ginny Dye.

I was made aware of your request concerning our non-profit status and decided I would respond myself. Together We Can Change The World, Inc is a for-profit corporation, created for the sole purpose of raising funds for organizations. We have been doing that in one form or another, for close to 5 years. My Power Mall is our newest division – created to not only raise income for organizations, but also generate income for your supporters, staff and members.

After spending years raising funds for the youth work I did - selling everything known to mankind - I dreamed of finding something that would create continual funding for an organization, without there having to be continual effort. The growth of online spending provided the answer, and Together We Can Change The World was born.

Together We Can Change The World is registered as a fundraiser with the state of Washington - the only state we are legally required to

register with because our offices are here. Because we are an Internet business the requirements are a little different.

I have dealt with this already with California, Oregon and Texas. Because we don't fit the "standard mold" there has been a little confusion, but the Attorney General from each of those states has agreed once they understood our model. In reality we are not fundraising for our organizations. We are simply providing an online Mall that we give to our organizations, allowing them to then share it with other people who can also have their own Mall. We are in essence giving you what we call a "Business in a box." We act as a conduit, providing the system and then providing the administration - providing you a \$500,000 system for free!

As the economy tightens, more and more non-profits are turning to Social Entrepreneurism - combining a for-profit venture with all the standard fundraising efforts. The problem for most organizations wanting to get started in Social Entrepreneurism is that they can't afford the time or cost necessary to begin something. That's where we step in - giving you our \$500,000 system and every tool it will take for you to be successful with it.

We are honored to work with your organization to increase funding for your mission.

Sincerely,

Ginny Dye
CEO/Founder
My Power Mall
Together We Can Change The World, Inc.

I look forward to working with you. Please do let me know if I can do more to help you.

Committed to your success,

Name
Email
Phone

[CLICK HERE](http://mpmtraining.homestead.com/NPODownloads.html) to download this letter (or copy/paste this URL to your browser:<http://mpmtraining.homestead.com/NPODownloads.html>).

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Okay, we think you have everything you need. All you need to do is learn it and then go DO it! And, of course, Ginny would love to hear your stories, suggestions and comments as you move forward into this exciting new adventure.

Phone Script

The key to this being successful is to NOT try and explain My Power Mall to them. You want to connect, build a relationship, get their email address, and then send them the link to your MPM site. If you get sucked into trying to explain My Power Mall to them you will fail. I don't know how to be more direct than that.

A couple of things before I give you the script:

I start the script by having you connect yourself with Together We Can Change The World, Inc. because it will grab a NPO's attention.

You DO NOT want to just give them your link on the phone (unless you have a Domain Name – look in your Back Office menu) because there is too much chance they will not get it right. Many times, instead of putting in the entire link, they will just go to the corporate site – meaning they will not end up on your team. Make sure you send it to them in an email so that all they have to do is click on it.

Here's a potential Phone Script, though of course you are free to change it to reflect who you are. You can use it as is, or use it as a place to start. If you are a member of an organization, or closely connected with them, make sure to communicate that when you call.

Hello _____,

*My name is _____. I am part of a company called Together We Can Change The World. I so believe in what you are doing and I would like to help you create ongoing funding for your organization. The first thing you need to know is that what I am about to tell you about - My Power Mall - is completely FRE*E to NPOs. With that in mind – while being brief, let me start at the beginning...*

Your first thought probably is, who is My Power Mall & Together We Can Change The World, Inc.? In order to answer that question I have to start with a story. In August 2001, our Founder, Ginny Dye, had a

vision of utilizing the power of the Internet to change the world. In the almost 6 years since then, that vision has resulted in Together We Can Change The World, Inc. – the parent company to Together We Can Change The World Day, Together We Can Change The World Publishing, and now our newest division – My Power Mall!

If you are like most organizations, you can always use more money. Is that true?

LET THEM TALK! Now is your chance to ask more questions, get to know them, and get to know more about their organization. This process isn't a "get in quick and get out quick thing." You want to build trust by building a relationship. Remember, unless you are already friends with the person you are talking to, they need to have a reason to trust you. Once you feel they are ready, say...

I know how busy you are and I also don't want to confuse you with a long explanation. We've created a half million dollar system that will give you all the info you need. What I would like to do is send you an email with a link that will take you directly to our website. You will be able to watch a video and then determine if this is right for you. Is that okay with you?

If they say, Yes, simply get their email, thank them for their time, and say good-bye.

Then IMMEDIATELY send them an email. Don't wait, don't eat lunch and don't go to the bathroom. You want to strike while the iron is hot and while they remember who you are. Don't think I'm kidding. A busy NPO Executive Director can field dozens of calls a day. If you have their permission to send them an email – jump on it. Take a minute and send them the following email (or some rendition of it):

Dear _____,

Thank you so much for your time just now. I do know how busy you are. As we discussed, here is the link so you can check out My Power Mall. While I completely believe this is an amazing way for you to

generate unlimited income for (organization name), you need to check it out for yourself.

If you decide My Power Mall is as exciting as I know it to be, then I will be here to help you anyway I can. It really is true that "Together We Can Change The World" and I am here to be your partner in doing just that.

[www.MyPowerMall.com/Biz/Home/\(YourMPMID#\)](http://www.MyPowerMall.com/Biz/Home/(YourMPMID#)) OR your Domain Name.

Have a wonderful day!

Name
Email
Phone

Okay, you've taken the first big step but FOLLOW-UP is just as important, if not more important, than making the initial call. While you don't want to be a pain, you DO want to follow-up. The simple reason is because people with NPO's are notoriously busy and distracted by many things pulling at them. A true professional appreciates that and will follow up with professionalism. If handled correctly, the Executive Director will appreciate your caring enough to follow-up.

Two days after sending the email – if you see they haven't signed up – you will want to call them. If you wait any longer than that, it is likely they will forget they ever talked to you. The timing is critical in all this.

Hi _____,

This is _____ again. I just wanted to follow-up to see if you have any questions about the My Power Mall website I sent you the link to on (whatever day you called them). I know you are pulled in so many different directions but I also know how much My Power Mall can help what you are doing. Did you get a chance to view it?

If they say no, offer to send them the link again, and send it over immediately.

If they say yes, then say...

Great! What did you think? Are there any questions I can answer for you?

Now, it's important to know that many NPO's have been burnt by MLM's in the past. While My Power Mall isn't an MLM or Affiliate program it looks and smells enough like one to raise some red flags for people. You will want to make sure you have thoroughly studied the training material about this so you will be confident in your answer.

In fact, you want to be confident in everything. You'll certainly learn as you go but your ability to be perceived as a professional will hinge on your sounding like one. KNOW YOUR STUFF!

At this point, one of three things are going to happen.

- 1 - They are going to blow you off totally. Don't sweat it – just know it will happen. There are brain-dead people in the world.
- 2 - They will put you off by saying they will look at it soon.
- 3 - They will sign up!

One thing you want to be careful of... DO NOT GET CAUGHT IN THE FOLLOW-UP TRAP! It's so easy to get sucked into following up with the same organizations over and over – hoping they will join. The problem is that the best thing to do is keep putting organizations into your pipeline. Be aware that there are about 1 MILLION Non-Profit Orgs in the U.S. If you put your energy into finding the ones who get it immediately, you'll have fun with this. If you get trapped into calling the same non-acting people over and over, it will suck the life and enthusiasm out of you.

NPOs desperately need what you have to give them. Treat them professionally. Let them learn to trust you. Meet them face-to-face if you can – becoming a real person to them. They can be a tremendous source of income, as well as giving you the ability to use your MPM business to make a huge difference in the world!

Email Message

My Power Mall
Together We Can Change The World, Inc.
1941 Lake Whatcom Blvd., Suite 207
Bellingham, WA 98229

Dear

I so believe in what you are doing and I would like to help you create ongoing funding for your organization. The first thing you need to know is that My Power Mall is completely FRE*E to NPOs. With that in mind – while being brief, let me start at the beginning...

Your first thought of course is, who is My Power Mall & Together We Can Change The World, Inc.? In order to answer that question I have to start with a story. In August 2001, our Founder, Ginny Dye, had a vision of utilizing the power of the Internet to change the world. In the years since then, that vision has resulted in Together We Can Change The World, Inc. – the parent company to Together We Can Change The World Day, Together We Can Change The World Publishing, and now our newest division – My Power Mall!

Instead of forming a non-profit organization to vie for already limited funds, they decided to create a company that would provide funding and volunteers for great organizations already in existence. Their vision was to create a company that would allow your supporters to pour revenue into your organization without their giving any additional money. They decided to make this their gift to the world, investing over a half million dollars in money and time to make it a reality; then gifting it back to the world – helping both organizations and individuals all over the world.

With those goals in mind, My Power Mall was born! They created a complete, On-line Shopping Mall designed to funnel profits from everyday purchases right back to organizations like yours – while also providing financial freedom for the people helping you with your mission.

My Power Mall is a company...

COMMITTED TO CHANGING THE WAY FUNDRAISING IS DONE!

You may be familiar with fundraising malls. But My Power Mall is different...

One of their primary goals is to be different from every other Mall out there. While there are some great Malls, My Power Mall's commitment is to excellence in every area. My Power Mall's goal is to raise \$100 MILLION for organizations. They can only achieve that by doing everything a "little bit better."

- My Power Mall has more stores than any other Mall – 1100+

- Their goal is: If it can be bought, it can be bought on your Power Mall. They are committed to providing a vast variety of stores and products – with each merchant meeting a strict set of criteria to ensure shopping satisfaction.
- There are hundreds of name brand stores, as well as hundreds of lesser known stores that pay higher commissions.
- 4-75% of the purchase price on each product or service bought goes into the pay plan. The huge difference is that My Power Mall offers the most generous cash back program of its kind on the Internet to their organizations!
- My Power Mall is also available to any of your staff or supporters who would like their own – allowing them to shop on their Mall and generate income for your organization and them at the same time! This is NOT an MLM or Affiliate company.
- Exciting daily Shopping Alerts promote purchasing. It's not enough to build a great Mall. It's equally important to give you a reason to visit your Mall. That's where their exciting newsletters, customized store specials e-mails and notifications of stores with FRE*E Shipping come in.
- Once you have received your Mall and shared it with a few people, the My Power Mall system takes over – doing all the work to create money FOR you!
- There is no selling, no qualifying for income, all marketing tools are Fre*e, and no one ever has to reveal their Credit Card Info for a FRE*E Business Starter Mall.

My Power Mall's mission is to change the way fundraising is done!

Our goal is that no one will buy anything or use a service without benefiting a cause they believe in!

We look forward to working with you to help you achieve your mission.

To receive your own FRE*E Power Mall, please visit: (Your URL)

Sincerely,

Name
Phone #
Email

Snail Mail Letter



My Power Mall
Together We Can Change The World, Inc.
1941 Lake Whatcom Blvd., Suite 207
Bellingham, WA 98229



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I look forward to working with you to help you achieve your mission.

To receive your own FREE Power Mall, please visit: (Your URL)

Sincerely,

Name
Phone #
Email