

Fundraising



Ca\$h Machines!

Become A Freelance Fundraiser

**Learn How to Make A Lucrative Full-Time or Part-Time Income
Raising Money for Charity as a Non-Profit Freelance Fundraiser!**

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**This Report Brought to you by:
David Zohar**

**Website
<http://www.ebooksdeal.com>**

Praise for Jack Humphrey Marketing!

There is so much junk on the net these days, it is good to know when you are reading something from a credible professional. Anyone can slap a report together these days with cheap software and give it

away claiming it is good information.

Below are some of the words used in the past to express people's appreciation for my work. That alone is testament to the fact that what you are about to read is coming from a man who knows what he is talking about!

Before you get into the meat of this report, take some time to get to know more about who I am through my customer's and peers below.

[Praise for Power Linking...](#)



"I'm hooked and impressed"

"Thanks Jack, I downloaded it and read 10%. **I already learned three new tactics and after seven years of web marketing I thought I knew it all.**" ;-)

-Jim Daniels
Bizweb2000.com

[What Top Internet Marketing Professionals and Customers are Saying About \[Power Linking 2: Evolution!\]\(#\)](#)

SHOT GOOGLE PAGERANK UP 2 POINTS TO 5 OUT OF 10!

"This information is an absolute goldmine! I can honestly say it does work. I used several of the strategies that you cover to help propel my Google PageRank up 2 points to 5 out of 10. Not only that but I am already seeing an increase in my website traffic from the power linking that I have put in place.

I have no problem at all giving this a high recommendation to my subscribers. Thank you!"

-Tim Kerber, SmallBusinessWebsite.com

HOLDING TOP RANKINGS ON GOOGLE, YAHOO, MSN & SAVING A BUNDLE!

"Jack, I bought your first [Power Linking](#) ebook over a year ago, implemented your powerful teachings and never looked back. I completely forgot to thank you! Because of the information I learned from your ebook on Power Linking, **I now save hundreds of dollars a month that I used to spend on the pay per click sites.**

For several months now I have held **top rankings in Google, Yahoo, MSN, and others all as a direct result of reading and implementing your material.** I just thought that it was about time that I thanked you personally.”

-Michael Evangelo, The MLM Registry, Themlmregistry.com

I HOPE MY COMPETITORS NEVER GET A HOLD OF THESE SECRETS!

“Just finished reading [Power Linking 2](#). **This is the single best book I’ve ever read on the topic of developing high quality traffic through a linking strategy.** I picked up several techniques that I will be implementing today. My biggest concern is my competitors discovering some of the powerful stuff that your research has turned up. Thank you very much.”

- Willie Crawford, ProfitAutomation.com

CHAPTER 7 ALONE IS WORTH TWICE THE PRICE OF THIS EBOOK!

“I sat down and read your [entire book](#) in one sitting last night. It was awesome and I learned a lot. Chapter 7 alone is worth twice the price of what you are charging! Seriously Jack ... are you sure it’s safe to share that insider secret?

Plus, the free tools and software you’ve packaged into this package are dynamite. I’ve been paying a monthly fee of \$19.95 for a tool that’s comparable to the one you are giving away for free with your book. **This bundle you’ve put together is truly the ultimate link building, traffic generating resource I’ve seen.**”

- Stone Evans, The Home Biz Guy, PlugInProfitSite.com

The most comprehensive and practical info on effective traffic generation strategies!

"I have no doubt that it will **add significant amounts of cash to any web business owner's bottom line** with little effort in a very short period of time. Grab a copy now, read it and implement Jack's strategies today!"

-Peter Lenkefi, <http://www.moneysecretsonline.com>

THESE TECHNIQUES GENERATE MASSIVE WEBSITE TRAFFIC!

“I consider myself to be an advanced marketer. I’ve started and sold companies, building them from ground zero and selling them for hefty profits. Why am I telling you this? Simple, to tell you that I learned some important ... make that critical ... techniques for generating massive traffic

and high search engine rankings.”

- **Keith Baxter**, MarketingProductReview.com

#3 SPOT ON GOOGLE ACHIEVED FOR MY NICHE!

“Thanks to you, we’re in the #3 spot at Google for the keyword ‘safelist submitter’. [Power Linking](#) is definitely the way to go when it comes to the search engines. “Two Big Thumbs Up” for your Power Linking ebook and your newsletter!”

- **Trey Koehler**, SafelistWorld.com

[Power Linking](#) is ..."Powerful Stuff!"

"How anyone can write 112 pages of quality information on the subject of "linking" is beyond me, still you certainly managed to do just that! Seriously, you have put together a real classic. The ebook itself from start to finish, a great read!"

-**Simon Baxter** NetIncomeSite.com



SmallBusinessWebSite.com

This information is an absolute goldmine!

....I can honestly say "it DOES work". I used several of the strategies that you cover to help propel my google PageRank up 2 points to 5 out of 10. Not only that but **I am already seeing an increase in my web site traffic from the power linking that I have put in place.**

I have no problem at all giving this a high recommendation to my subscribers. Thank you...!"

-**Tim Kerber**, SmallBusinessWebSite.com

This truly is a COMPLETE LINKING PACKAGE

"[Power Linking 2](#) is tremendous linking tool. The mix of text, screenshots, links to real examples, and audio clips is refreshing, easy to follow, and very effective. You cover so much in one ebook; it amazed me. If you are looking to understand and harness the power of linking, get Power Linking 2! "

-Larry Sullivan, (Linking Guru) Linking101.com

I could kick myself for not reading this book sooner!

I bought [Power Linking](#), but I honestly didn't think I would learn anything. I must admit that it stayed unread on my desktop for months. When I finally cracked it open. Wow! Within the past month I have shot up from nowhere to #7 in google for my main keyword. You really have something here.

P.S. I should also admit that it only took 45 minutes to make the changes. And they worked like magic!

-Jonathan Page, InternetMarketingMethod.com

Jack's Fan Club:

Jack,

Your [power linking strategies](#) have propelled my traffic ranking at Alexa.com from virtually unknown to an all-time high at 109,436. **Now I get advertisers knocking on my door almost everyday, simply amazing!** Thanks a bunch!

Marcus Yong

AdsWise.com

"This guy is the real deal and wherever he leaves a trail you better believe I'm tracking it!"

"I remember seeing Jack's name in the Warrior forum for the first time. I began to keep my eye on his postings as he always had good comments and excellent advice for beginners. **So I could tell right off the bat, Jack knew his stuff.**

One day I emailed him for some personal advice and a couple of favors. I figured he wouldn't respond, for he had to be one of these gurus who probably had so much going on he wouldn't have time to read my email, must less respond.

But he did, and since then, **Jack has revealed to me that he is one of the most helpful, down-to-earth, genuine persons a lucky internet marketing beginner could ever meet.**

I look forward to every [newsletter](#) because I know Jack will be sharing with me something that he has learned or found that will be helpful to my business. Or warnings about stuff I shouldn't touch with a ten foot pole."

Jeff McKelvey

www.seriousmarketeronly.com



Jack Humphrey is the most credible internet marketer that I've ever personally come in contact with.

His instructions are down to earth where anyone can understand them but so powerful that **if you use his advice, you will succeed.** [Power Linking](#) was the first no-nonsense internet marketing book that I've read that actually works and I can't thank Jack enough for the **significant increase in traffic and**

subscribers after using just a couple of his techniques. After just two weeks, activity on my web site shot through the roof! I wish I would have run into his site a long time ago, it would saved me months of frustration."

Stan Hood

Founder, Playhouse Ministries

www.sh-playhouse.com

webmaster@sh-playhouse.com

"Take Action! Let Jack show you the right way..."

Jack Humphrey has given me the [secret of all secrets](#) for anybody marketing online or offline. I put into action one simple technique that Jack shared with me in one of his amazing articles that proved successful in the first 24 hours that I used it. **He helped me take my site from making \$20.00 a month to well over \$1000.00 a month now...**

Jack provided me and everyone in my downlines with an **enormous amount of practical marketing information**, and plenty of unexpected bonuses.

Thanks for all the real-deal marketing lessons Jack.. I look forward to more great marketing info from you in the near future..

Chad Cook

CEO ClubMillions.com

staff@clubmillions.com

"I've been a subscriber of Jack's [ezine](#) since the very first issue and can honestly testify that the info he brings to his loyal subscribers every week is **nothing short of PURE gold.**"

Rod Lynn

www.milliondollarresults.com

I just wanted to let you know how helpful The Webmaster Traffic Tools site has been. **The information and resources are awesome!** Your article entitled "One Good Link Deserves Another" really turned me on to reciprocal linking and that has had a tremendous impact on my home business. Thank you for providing such a bounty of resources!

Pat Sarsuelo Kaneohe, Hawaii www.sarsuelo.tripod.com

I have only been a subscriber to your Webmaster Traffic Tools for a few short weeks. **I am impressed with the quality articles and recommendations.** Keep up the great work.

Morgan Taylor

www.promote-your-service-online.com

"Your **infectious and enthusiastic style really pulls the beginner along**, getting them involved in a **step by step fashion** and easily overcomes any reservations and fears they may have...**in plain simple language.** "

Mark Kessler

www.veinsofgold.com

Dear Jack,

Just a quick note to let you know **how much I have appreciated your input, and valuable information that I have been given by you in recent months.** Every time you have given me a "heads up" on a new product or website, I immediately go to check it out, knowing that if you are promoting it, then it must have real substance to it. Thanks, so much!

Sally Uresti-Webmistress of Elite

Marketing Choices

www.elitemarketingchoices.com

Having been a webmaster for various websites since 1998, I always hated the fact that I didn't know much about marketing a site. But since I came across your newsletter and website **I've struck pay dirt**. With the power you've given me, I'm hoping that I can turn around some of my poor traffic sites and reach audiences I never dreamed possible. Thanks!

Jae Taylor, www.home-business-income-opportunity.com

What an awesome site you have - - and the stuff you give away at your members

site... just incredible. Like you, I want to help as many people as possible with my site. Like so many others, I've been scammed before. **It's refreshing to see someone who cares about others and doesn't try to drain their bank accounts just to make a living**. I only hope my visitors and future customers will think the same of me as I do of you. Best wishes,... and "thanks" :)

Rev. Hal Humphries

www.AffiliateLightning.com

Jack...

I am truly expecting big things with your web promotion. Thanks very much for your professional help. Yes I say PROFESSIONAL. **You do an AWESOME job at putting together web marketing!** Great job!

Chris Manchur

www.cm4us.com/worldads.html

To be honest Jack, I first thought you were just another novice marketer. But after I took the time to actually read your newsletter, I realized I was dealing with a **trustworthy marketing expert who delivers real content only**. Your tips and refreshing inspiration have really changed my way of thinking.

Thanks so much.

Oddvin Nesheim, www.widesurf.com

I have spent the last two years supporting my members as much as possible. One of the ways I do that is by sending them to webmastertraffictools.com! **Jack Humphrey is always friendly and I look forward to his new products all the time!** Thank you Jack!

Ed Charkow

Marketing tools, training, and resources!
www.special-team.com

Hello Jack,

I'd just like to say that you introduced me to the concept of [power linking](#) and for that I have to say a very big "Thank You!" **I don't know where I'd be without your help.**

Robert Evans

Webmaster
MARKET4PROFIT.net
www.market4profit.net

Dear Jack,

It's time I thanked you for writing [Power Linking Profits](#). It sure got me thinking in a different way about attracting website traffic, and it spurred me to take steps that probably would have come much later if at all. I just read your ebook again and realized I have lots more to do, because **you have so much useful information I didn't grasp it all the first time.**

William Mathis

www.workathomewisely.com

Hi Jack,

Just a few words to let you know how much I have appreciated your first class Newsletter and traffic building tips. Your members area in Webmaster Traffic Tools is jam-packed with heaps of informative articles and resources that have helped me in my online business building.

Keep up the great work!

Hugh Pate, SafeList Owner www.trafficmaxsafelist.com

Jack!

Your site and "[Power Linking](#)" ebook contains very highly effective information that has greatly assisted me in the speedy development of my site. **You get my vote for 'excellent work' anytime!**

T.H. Quah (Webmaster/Editor) www.AffiliateProNews.com

[Introduction to Freelance Fundraising-->](#)



Learn How to Make A Great Income Raising Money for Charity as a Non-Profit Freelance Fundraiser!

Thank you for downloading this report. Unlike other free reports you have downloaded that were just a pitch for a bunch of products, this report is going to teach you EXACTLY what to do to get started as a Freelance Fundraiser for a charity or multiple charities of your choice!

The idea here is the key. What I am going to show you is proven, with my own research and my past experience with non-profits. As of this writing, and for a long time to come, this is going to be a viable, HOT opportunity. You really can use the information included in this report to set yourself up with an excellent income. What you do with it depends on your interests and the groups.

Really, when you grasp the concept, there is an unlimited range of possibilities for creating an income for yourself while helping others. What a great thing to do!

Who Am I?

My name is Jack Humphrey. Before I became a full-time "infopreneur," I was in the non-profit industry for 12 years. I went through the ranks starting as a canvasser (door-to-door fundraiser) in Washington D.C. to Executive Director and Board Member of a few different groups.

In short, I know exactly what the non-profit industry is looking for and how you can provide a non-profit, or a group of non-profits with exactly what they need and have them begging you for more!

And that's what this report is about: teaching you a very creative way to create a position for yourself with virtually any non-profit you choose as a Freelance Fundraiser.

What I know is that non-profit organizations cannot be matched in organization, passion, and the fact that what they are doing is 100% motivated by doing the right thing. Believe me, when you email a non-profit with the the message "I want to help you raise money and it won't cost you a dime" the person on the other end of the line is going to be VERY interested in doing whatever he/she can to help YOU help THEM!

Non-profits are well-networked groups of people who can mobilize their forces to make things happen 10 times faster than other groups. This is good because your first sales will likely be to their **current**

membership which is going to be fast, easy sales.

Why am I telling you all this? Why wouldn't I keep this idea to myself and profit from it?

Oh if you only knew how busy I am! Plus, I was in the non-profit industry as a fundraiser for 12 years. That's enough for me - more than enough.

Make no mistake about it though, I DO have selfish reasons for writing this report and letting this idea go.

One day I hope to have my own charitable giving foundation. Until then, I still want to give generously to good non-profits in a bigger way than my personal finances will allow at this time. I want to contribute 1000 times more than I can afford myself. (One of my heros, and an excellent example of giving in a big way, is Ted Turner if that helps you understand what I mean by "giving generously!")

This is really why I am letting this idea loose. If you and a few hundred others take this report and turn it into fundraising projects for great groups around the world, there is a distinct chance that hundreds of thousands of dollars, even millions could be raised for groups who need the money badly.

Why is this such a wide-open, lucrative industry?

People coming out of the blue to help a group raise money is ALWAYS welcome and never turned away if the person is professional and has a head on their shoulders. Freelance Fundraisers are RARE! Extremely rare. And the world is chock-full of worthy causes, churches, school groups, and other charities that desperately need help with fundraising.

Another reason this area is so hot is that groups rarely get "no-strings-attached" funds to operate their offices and pay employees. If a group is eligible for grants, most of the time grants only pay for project expenses, leaving groups to seek individual donations to pay the phone and electric bills.

Non-designated funds are always in short supply with non-profits - big and small.

Non-designated funds, that can be used at the Director or Board of Directors discretion for basic necessities like staff salaries and office expenses, are what you are going to help them raise.

There are few other opportunities on the planet where you can create a position for yourself with pay, where you are more likely to be "hired" on the spot. No good idea is ever going to be turned down when there is a good potential for raising much-needed funds.

Where else are you virtually assured a warm, welcome response from people who are doing great work for a cause you believe in, who can also end up making you enough money to do this full-time?

The Product Is Already There

Imagine being able to plug into a group who has been honing their message and building their

reputation for years or even decades. Now grasp this: The product you are selling is more about the group than any bobbles or information packets you come up with.

I am not saying you should not strive to create something of value and high demand for the groups you work with, since members and future members will "buy" almost anything if they love the ORGANIZATION and want to support it.

But always keep in mind that the beauty of this business idea is that you are only developing fundraising products a enhancements to what the organization is and offers current and prospective members.

You have to change everything you know about mainstream business and realize that the bottom line in non-profit work is that the value is in the work they do.

Sure I will take a free t-shirt, as long as I know the donation I give the group will help further their cause, and most important, that MOST of my money is going toward the group and not fundraising expenses.

Principle Points of This Business Idea

- 1)** You, as a Freelance Fundraiser, offer your services and time, free of charge (upfront) to create a value-packed, innovative and engaging fundraising "product" that members and future members can purchase.
- 2)** The donation of funds in exchange for this promotional item must have at least 50% - preferably 60% or more going to the non-profit. You are much more likely to get a good response from non-profits if you offer 60% + to them. You can work out how the pricing for the product will net you a good return when it starts selling so that your 40% more than pays for your effort.
- 3)** You work out the value of the piece (ebook, artwork, posters, you name it) with the group based on what they think their membership would pay for the item. They are the BEST judges of what their membership will be most motivated to pay, and how the piece can work into any current campaigns they are running at the time to sell better.
- 4)** You provide the group with a way to link to the product online from their web site and get paid from sales they make, and if it is a physical product, how to secure it from you at the agreed upon percentage in the most efficient manner. You will have to come up with a payment system like I have at DogCook that is easily understandable and something that staff can take to their board of directors, if necessary, to educate them on the potential and need for the fundraiser.

(Most of the time, expenditures that are not currently in the budget have to be approved by a Board of Directors before staff can send you money for the product (if it s a physical product. No need to worry if you develop an ebook or something deliverable and paid for online.)

5) You market the heck out of the product FOR the group (and yourself) through online and offline advertising. The revenue you generate is largely up to you and the group. They announce it to their members and use it as an incentive for new members, and you market to people on and offline who would like to donate to the cause.

6) You set this type of venture up almost EXACTLY the way you set up a joint venture or affiliate program. If you sell books at Click Bank, this is the same thing. I focus a lot on ebooks as great things to use for fundraising because it takes all the complication out of physical product delivery and then paying the group their share. But that certainly is an avenue you can pursue if you get a great idea and can produce, take payments, and deliver those products.

Imagine being able to put up a web site that basically says -

"Help the Humane Society Stamp Out Animal Cruelty and Get A Great Cook Book for Yourself!"

You just TRY to evoke more interest and passion from a regular FOR profit website selling a product for retail which only helps the company you are buying from! It cannot, nor will ever be easier to sell products when a significant portion of the money from the sale goes to a worthy cause!

Which blows my mind when I think that I am the first person to write about this business strategy! Imagine telling your "customers" that their purchase is tax deductible!

Are you seeing the potential yet? This is limited ONLY by your imagination and willingness to create for yourself one of the most rewarding jobs you could ever hope for in life.

Check out the examples I offer in the next section. Your creative juices will start flowing and ideas are going to pour over you by the gallon...

[NEXT -->](#)



Examples of Freelance Work You Can Do

"FREElance" I don't know about you, but that sounds a lot better to me than "JOB" and "BOSS!"

Last year I edited and published a dog food/treat cookbook at <http://dogcook.com>.

I had the idea for awhile and then used the idea for my subscribers to show them how to create a product, after researching demand, and putting up a site and payment links, and getting traffic from scratch for the new product.

I also wanted to show my list of subscribers (internet marketers) how NOT to do what 90% of us do in the beginning, which is go right into marketing information on marketing!

The final lesson was - you can create a seemingly weird or extremely "nichy" product and sell the crap out of it all day long if you know what you are doing.

OK - lesson taught. Not sure how many applied what they learned, but I know SOME did from the feedback I got.

Anyway, my point is to let you know what happened to DogCook.com and the Healthy Pooch Cookbook that made it evolve into something much better than I had ever hoped.

Non-profit people from dog rescues and shelters (always desperate for much needed funds for the great work they do) started to write to me about my [charity page](#) on the site. I offer non-profits special rates on my printed books so that they could sell them to supporters with a good markup to raise money.

And I mean, A LOT of shelters and similar dog non-profits started writing me!

I put the fundraising page up not thinking I'd get much response - especially since the promotion of the site was totally in passive mode. Once I got into the search engines and got a ton of links from other dog-related sites, I quit promoting the thing. Sales just came in on their own and I was too busy with my other business obligations to run the site.

So now what I do is answer emails, give quotes on bulk book purchases, do the printing through my other business, <http://ebook-printing.com>, and then ship out orders all over the country to different shelters who use the books to raise money.

Wow - what a gift to my heart knowing that my book is helping dogs less fortunate than my spoiled brats! It is worth way more than the few bucks I make on the book for sure.

How Can You Turn This Into An Income For Yourself While Helping Virtually Any Non-Profit?

What's your favorite non-profit or cause? How can you help them, given what you have learned as an online marketer about creating products and marketing them online and off, to raise money? (and help YOU make money at the same time?)

First of all you may be thinking, "Is this a worthy thing to spend some time thinking about?" Oh my god, yes! Helping a charity is one thing, and worthy of a project like the above on it's own merits. But no one said you had to create and market a product totally for free. You have expenses, and your time as a professional is worth something.

No non-profit organization is going to expect you to come out of the blue to help them raise money by creating a "product" for them to sell their membership and recruit new members without being compensated for your time.

How Much Can You Keep to Pay Yourself?

You do NOT want to take more than 50% of the profits - big no-no. No non-profit will take you up on that offer anyway. They expect, from conditioning over the decades from other fundraisers and from being a non-profit, at least 50%. But that percentage is even pushing it and I wouldn't recommend it.

40% or below is typical and ethical, especially since you are taking care of yourself as a Freelancer, paying your own overhead, and giving professional time and effort to creating and setting up a marketing plan for the product.

If you can structure a product price plan so that your time and efforts are compensated while leaving enough room for your non-profit organization to tack on additional funds to the product for raising money - you have a winner and I will tell you why.

Non-profits are some of the best networked groups on the planet! If a non-profit picks up your fundraising idea, you can count on a small army of folks promoting for you like no affiliate force you can imagine. They have PASSION and RIGHTEOUSNESS on their side!

Instead of creating a product to "recruit" general affiliates in the typical fashion, create a product for the market your favorite non-profit caters to and let the non-profit sell the thing for 50%-75% commission.

Heck, if it's a big enough group - let them have exclusive rights to affiliate with you and make all the money minus your 40% or so.

I can sit down right now and knock out about 50 ideas for ebooks you could create, with demand, to benefit myriad non-profit groups. It is dead easy to do and just takes some thought on your part.

Environment? Don't get me started. Topics abound for interested middle/upper class folks with money who would LOVE to buy an interesting ebook on "How to reduce, reuse, and recycle in your home" etc. etc.

Really, all people need to make donations or buy products to support their favorite charities is SOMETHING in return. Nature Conservancy gets \$100 donations from first-time supporters just by sending out nice letters of appeal with some free killer wildlife stamps in the envelope!

Think how many ebooks or other products you and your charity could sell if you really put some sweat into creating something of excellent value and interest to your charities' members?

Why give JUST home business people another freakin' affiliate product to sell a couple copies of when there are rabid, explosive markets to be filled with people screaming to sell your product for you?

There you have it - a great example of an ebook created for dog lovers, who also typically love the Humane Society and other dog rescue organizations.

As far as I know there isn't a single Cat Treat Cookbook out there right now. Turn the whole thing around and create the best Cat cookbook ever and go help cat shelters all over the country! Bam! It really is that easy - just takes some work.

But I guarantee once you promote the site a bit you are going to get people emailing you wondering how they can use your book to make them money for their non-profit!

Here Are Some More Ideas for Products

Environmental Groups

Recycling (local, regional guides)
How to Reduce Waste by Shopping Smart and Buying in Bulk
Best Hiking Trails in [Insert your state here]

Animal Shelters/Rescues

Anything to do with pets or even wildlife. Find a topic and write about it. Get information from your local groups so you don't have to totally create text out of thin air.

How about a guide to the best dog-friendly neighborhood parks? This is a HUGE deal in big metropolitan areas.

How about a Dog Lover's Guide to Dog-Friendly Apartment and House Renters? Again - big time need in bigger cities.

Homeless Shelters

Virtually any topic here will suffice. People will buy an interesting, informative guide or report just to help a homeless shelter. This is a case where you might want to get onto a more cheerful subject altogether and avoid topics like "Best Restaurant Dumpsters" guides!

Women's Organizations

Guide to Breast Cancer Prevention, Detection, and Alternative Treatments

I won't go on, but I think you are getting the picture here. The non-profit world is rife with ready-made topics to write on and create useful guides, how-to reports and other works that will appeal to the masses.

Example Site for Physical Products

Here is a perfect example of a physical product site that does A LOT for charities! And the best thing is that it comes from my best friend in the world who started this site without one IOTA of internet marketing knowledge, yet has turned her business into a thriving bastion of ecommerce and charitable giving.

<http://nicegift.org> (See? Doesn't HAVE to be ebooks either!)

Tell Jill I sent ya!

Check out the Freelance Resources Section to see what I recommend you have in place to get this business started...

[**NEXT-->**](#)



Back To Chapter 1



Home of the Healthy Pooch Cookbook!!

-by Jack, Joe, and Tyler Humphrey

Raise Much Needed Funds for Your Dog Rescue or Dog-Related Non- Profit Organization!

Does your organization protect and/or rescue dogs? Then my dogs and I want to help you raise money to keep doing the good work you do.

I am not only a dog lover, but a former non-profit professional who knows the value of a good fundraiser that is appealing to the members of your organization.

The bad news...

With all the competition between non-profits and dwindling donations in today's tough economic times, it is increasingly difficult to keep your membership donations coming in on a level you need to survive as a group.

The Good News...

The one thing that people do not do when cutting back on their donations in tough times is skimp on their pets. If you offer a great product that dog-lovers want and need for their dogs at a very low price, you will get more of your members to do a little extra for you this year.

The **Healthy Pooch Cookbook Non-Profit Program** is designed to bring in extra funding *easily!*

Home

Free Recipes

Submit Recipes

Join The Weekly
"Canine Chef!"
Newsletter for Hot
Recipes Your Dog
Craves!

Dog Quotes

Cool Dog Links

Site Map

Raise Money!



Just by placing a link to **The Healthy Pooch Cookbook** from your website or membership emails, you can make:

Products	You Make
Ebook	\$4.12 ea.
US Ebook/Printed	\$8.74 ea.
Outside U.S. Ebook/Printed	\$13.11 ea.

Depending on your website traffic and membership list size, if you sell 200 books, here is what you can raise for your organization:

Products	You Make
Ebook	\$824.00
US Ebook/Printed	\$1,748.00
Outside U.S. Ebook/Printed	\$2,622.00

Sell The Healthy Pooch Cookbook at your next event!

Do you have an event coming up to raise money for your group? You can order the printed cookbook, spiral-bound with heavy stock front and back covers to sell from your public tabling events!

# of Books	Cost
20-99	\$6.50 per book
100+	\$6.00 per book

So, you have an opportunity to make 50% profit from the books you sell at a recommended price of \$12. (You can charge more depending on the participants at each particular event.)

Say you sell 100 books at \$12.00 each. You can make, after expenses, close to \$600 for your fundraiser!

If you are interested in this program for your organization, please contact Jack **here**, or call (765) 965-4717 to get set up!

Tale Chaser Publishing
Phone: (765) 962-4309
443 South 4th Street
Richmond, Indiana 47374



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Resources You Need To Pull Your Freelance Fundraising Business Together!

Hosting for Your New Freelance Site

The ONLY host I recommend is [Host4Profit](#). Why? Because there are no more professional people in the hosting business than the guys at H4P. I have been with them since they started their company and I have MANY domains hosted there.

When doing business online, it is **absolutely a must that you use a good quality host** with top-notch support from people who go far above what it expected of them to help you with questions or problems.

Down-time is something you do NOT want to have, and with cheap hosts your are going to get a lot of it - they just don't know how to run a business. H4P will always be my host of choice, and if you are going to be online, I highly recommend it be yours as well!

The other benefit is a HUGE one: When you get hooked up with a new contract to work with a new non-profit, it only cost you \$5 to a whole new account to H4P. This is a massive money-saver for people who set up new accounts, as you will be doing when you secure new deals with non-profits so you can both advertise the new product.

Not only hosting, you get a **full business center along with access to the greatest marketing forum of all time**, [The Internet Marketing Warriors](#).

Web Design

Use Templates! There are tons of easy, fast-loading templates out there on the big web. No need to get carried away with original design - it's the product that's important.*

Check out these sites:

[Jim World](#) - Free Templates

[Free Web Templates](#)

[Click here](#) to find all the templates you could ever need!

*And don't forget - you can probably get permission to use the graphics and design features of the non-profit you are setting your fundraiser up for if they already have a web site!

Traffic and Where to Get It!

How are you going to promote your first non-profit product online? The answer is simple - very simple. The only course you need to become as good a website promotion expert as ANYONE out there is my book and software: [Power Linking 2: Evolution](#).

Discover the single most exciting website marketing strategy ever developed that guarantees you a **steady stream of hot, targeted – FREE - website traffic**.

No one doing business on the internet should do it without knowing how to get traffic - and hoards of it at that! The testimonials tell the story - professionals and beginners alike all agree, [Power Linking 2: Evolution](#) is the keystone, must-have course in learning how to properly promote your site and get the traffic you need for sales - lots and lots of sales!

Business Cards and Brochures

Hands-down the best deal on business cards is [VistaPrint.com](#)

Get some and pass them out at your church, and other local non-profits for some extra business that can start literally the day you make contact. Local charities are the hardest hit by the current economy and they are going to welcome any and all ideas for fundraising they can get their hands on!

Be professional - get your business cards today!

Creating an Ebook or Report Like This One for a Fundraiser

If you are thinking you want to write an handy-dandy guide to "Shopping Green" or "A Guide to the Best Non-Profit Organization Helping the Homeless" you will need ebook creation software. There are two formats: Adobe PDF and Windows .EXE.

I lean toward PDF because there are no problems for any computer to open - it's universal.

You can write up your guide and convert it to PDF in a number of ways. [Here is a great article](#) on creating pdf documents without buying Adobe Acrobat, which is very expensive.

Directory of Non-Profit Groups

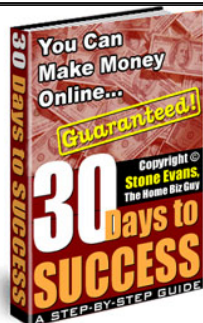
The only place you need to find all the non-profits you could imagine is Guidestar.org.

Please make a little donation to them after you use their service - they rely totally on donations to run this essential site which lists every 501 (c) 3 non-profit in the US and other countries.

4 Free Ebooks That Will Help You Further With Promotion



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Evans!**
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ONE WEEK Starting From
Scratch!"**

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Own Specialized Niche Market"**

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Make A Great EXTRA Income Giving
This Report Away...

How To Brand This Report With Your Own Links

Branding Instructions

Giving this unique, exclusive report away on your website is great way to easily and passively generate part-time or full-time income - simply by giving away something very very cool that tons of people would like to check out!

This report can be branded for:

- Your Name ("Brought to you by...")
- Your Website
- Host 4 Profit Affiliate Program
- Power Linking Affiliate Program

Join the Host for Profit Affiliate Program [Here](#)
--Make \$10 per month per referral!

Join the Power Linking Affiliate Program [Here](#)
--Make \$44.36 per sale!

All you need to do to brand this report is download the branding package
at: <http://power-linking-profits.com/fcmbrand.zip>

Included in file: Instructions for branding, brandable report, branding application.

Thank you!

Jack Humphrey Marketing/Tale Chaser Publishing

443 S 4th Street

Richmond, IN 47374

765.939.4309

fcm@webmastertraffictools.com