



A Guide to Fundraising

...with Webcast America

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Table of Contents

Welcome 3

Introduction 4

About Fundraising 4

Fundraising with Webcast America 4

 About Webcast America 4

 Our Fundraising Philosophy 4

Advertising Overview 5

 Ad Design and Placement Services..... 5

 Ad Specifications 5

 Ad Zones and Rotation 5

Developing a Fundraising Plan 6

 Determining the Price 6

 Knowing the Advantages 7

 Recruit Your Team 7

 Set Campaign Dates 7

 Determine Objectives 7

 Getting Started 7

 Processing Orders 7

Frequently Asked Questions 8

Attachments 9

 Sample Reference Letter 9

 Sample Order Form A

 Testimonials A

 Sponsorship Brochure A

 Fundraising Agreement A

 Advertising Agreement A

Welcome to the Webcast America Family!

We are excited to partner with you in bringing our service into your community. Our company is growing rapidly, but our heartbeat remains that of our founder, whose aim in building the company was to keep his mother connected to her grandchildren. Webcast America was founded with the simple ambition of “Bringing People Together” by providing a webcasting service that is not only free to the viewers, but free to our webcasting partners as well. To accomplish this objective, we integrated a fundraising system that allows our webcasting partners to raise the necessary funds to cover the cost of the program and more for other projects.

We want to thank you for choosing to participate in the Webcast America fundraising program. A large part of our mission has been and continues to be giving back to the community. Our fundraising program allows us to do that by sharing advertising revenues with you to help ensure your fundraising objectives while allowing us to continue providing the best webcasting experience in the country.

Inside this kit, you will find many items to assist you in your fundraising efforts. While we hope the kit answers all of your questions, you can count on Webcast America to provide the top-notch customer service you’ve grown to expect. If at any point in the fundraising process you have questions, please contact your Webcast America Territory Manager, who will be happy to assist you on a moment’s notice.

There are some unique features to our fundraising program. First, you set the ad pricing. We have designed our fundraising program with flexibility in mind to accommodate the unique circumstances of partners and their surrounding communities. While you have more insight to the value of advertising you are selling, we’re more than happy to give you guidance when determining the price schedule, but ultimately it’s your decision. Second, the advertising you sell not only appears on the live events, but on all archived events that are available for viewing time and time again. For advertisers, this means more exposure, which translates into a greater value for their investment.

In your sales efforts, a key selling point is that Internet-based advertising is the wave of the future. Not only can you offer a much larger viewership than a phone directory or a newspaper, but the ads are interactive by allowing viewers to click on the ad and be taken directly to the advertiser’s website makes it unique.

We look forward to assisting you during the entire fundraising process. Remember, we’re only a phone call, a text or an email away. Once you’ve reviewed the items in this Fundraising Kit, please return the completed Fundraising Agreement and let the fundraising begin!

Once again, welcome aboard!

Webcast America

Introduction

Webcasting is a unique and powerful way to reach out to large audiences anywhere on the planet. Whether your organization is a public entity, such as a high school, or a private business, the sky is the limit as to what you can stream across the Internet into homes and businesses everywhere. Webcasts can be streamed live and archived so your audience can view the events at their leisure.

From day one, our vision for Webcast America was to provide a solution that paid for itself. To accomplish this, we built an advertising system that displays banner ads while viewers watch webcasts. Webcast partners are given the option of selling advertising to pay for the service and raise additional funds if desired.

To streamline the fundraising process, we simply ask our Fundraising Partners to secure Community Sponsors (local advertisers) for their webcasts and submit a signed contract to Webcast America. That's it; we take it from there. Webcast America invoices the sponsors and processes their payments. We also design and publish the sponsor's banner ads free of charge. Fundraising Partners earn 50% of the gross ad revenue, while Webcast America retains the balance to cover the cost of the equipment, the bandwidth and storage, plus training and support services.

We developed this Fundraising Guide to help you kick off a successful fundraising campaign. Please feel free to contact us with questions or make suggestions as to how we can better serve you.

About Fundraising

Fundraising is the process of gathering support for worthy causes in the form of contributions from businesses and individuals. As with other fundraisers, you will be supporting a worthy cause, but in addition, you will be providing a valuable advertising opportunity for your business sponsors.

Fundraising with Webcast America

About Webcast America

Since day one, bringing people together has been the driving force behind all we do at Webcast America. We have designed an affordable webcasting service that helps high schools, colleges and other organizations keep people connected like never before. In addition, we include an optional fundraising program that gives our webcasting partners the ability to easily generate revenue from advertising displayed during broadcasts.

Our Fundraising Philosophy

We believe a successful fundraising campaign should have the following four qualities:

- ◆ **Simple:** The effort required to raise the funds should be minimal. Sponsors sign the ad agreement and you fax it to our office. That's it! You're done! Webcast America invoices the sponsor, processes their payment, designs their banner ad and published the ad online.
- ◆ **Profitable:** The fundraising organization should keep a high percentage of the funds raised. With our program, you keep 50% of all community sponsorship revenue raised.
- ◆ **Rewarding:** The fundraising organization and financial supporters should receive satisfaction for contributing. The webcasting program will prove to be a tremendous community service and worthwhile cause.
- ◆ **Recurring:** The fundraising campaign should not be a one-time event. Sponsors supporting your webcasting program will tend to continue supporting the program year in and year out because they are not only supporting a worthwhile community service, but they receive valuable advertising exposure in return.

Advertising Overview

Ad Design and Placement Services

Webcast America provides basic banner ad design and placement services for advertisers on the site free of charge. However, our free design services are limited to static banner ads and do not include more advanced ads, such as Flash technology. We can accommodate advertisers desiring advanced design services, but there will need to be a charge for design work.

In designing banner ads, Webcast America relies on input from our advertisers, including the necessary artwork to create quality banner ads. The better the information and artwork provided, the better the end result.

Advertisers requiring design services should indicate so by checking the appropriate box on the Advertising Agreement. Webcast America’s design team will follow up with advertiser to get the information required to create the ad. Once the ad is created, it will be emailed to the advertiser for edits and final approval before publishing the ad on the site.

Webcast America reserves the right to refuse ad content that is deemed inappropriate.

Ad Specifications

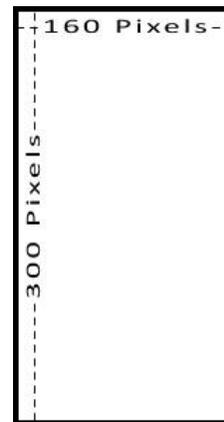
The following banner ad specifications are for all advertising secured through your fundraising efforts. Advertisers providing banner ads should follow the specifications below.

Ad Dimensions: 160 pixels wide by 300 pixels high

File Formats: GIF, JPEG, PNG or FLASH

Ad Size Limit: 56 kilobytes

Animation Limit: 15 seconds



Ad Zones and Rotation

If a business chooses to support the program, their ad will be seen on all events webcast from the Webcast Partner’s Event Center. This includes live and recorded events that can be watched by viewers over and over again, year in and year out.

As demonstrated below, banner ads are displayed adjacent to the webcasts in one of 3 ad zones (A – B – C). Webcast America is responsible for contracting Corporate Sponsors for Zone A, while as the Fundraising Partner, you are responsible for securing Community Sponsors for Zones B and C. The banner ads rotate in 15 second intervals with a maximum of 24 ads per zone, for a total of 48 ads.

ZONE A Football Annandale vs Delano **ZONE B**

©2010 Webcast America. All Rights Reserved...
[Event Center Home](#) • [Sponsors](#) • [Alt Play](#) • [Help](#) • [Order on DVD](#)

ZONE C

Is your school or organization webcasting yet?
 Learn how easy it is to get started!

AD ZONE	SPONSOR TYPE	MAXIMUM	ROTATION	RESPONSIBILITY
A	Corporate (Regional)	24 ads	15 seconds	Webcast America
B	Community (Local)	24 ads	15 seconds	Fundraising Partner
C	Community (Local)	24 ads	15 seconds	Fundraising Partner

Developing a Fundraising Strategy

Before you kick-off your fundraising campaign, we recommend spending time planning and answering questions, such as... What is the price of your ads? Who is responsible for contracting sponsors? When will the campaign begin and when will it end? A well thought out plan will help you avoid headaches.

Determining the Price

Determining the price of your advertising is critical to running a smooth fundraiser. While it's in your best interest not to limit your earning potential by setting the ad price too low, it's equally important not to set the price too high, thereby making it difficult to secure sponsors. You want to avoid having to regroup half way through the campaign because the price was set too high and your success ratio is very low.

Therefore, we strongly recommend spending time assessing the environment in which you will be conducting the fundraiser. We offer the following exercise to help you select a price that is suitable for your organization and community.

- ◆ Research the cost of an advertisement in the local newspaper or phone directory.
- ◆ Research the cost of other online advertising in your community.
- ◆ Research the cost of other fundraisers, such as poster schedules, programs or signage.
- ◆ Assess the current economy in the surrounding community.

- ◆ If possible, research businesses that regularly support your organization financially.
- ◆ Discuss the price strategy with your Webcast America representative.

Note: Webcast America requires that ads sell for no less than \$100 per year. If you decide that price is too high, please consult your Territory Manager before proceeding with a reduced price.

Knowing the Advantages

Once you've determined your ad price, be sure you understand the advantages of advertising with Webcast America on your Event Center.

- ◆ It's real time and interactive, meaning a consumer can click on the ad and go to the advertiser's site.
- ◆ Ads run for an entire year and are viewed on every live or archived event produced.
- ◆ The ad can be changed up to three times per year to run seasonal promotions.
- ◆ Casual viewing environment allows viewers the time to view ads while watching events.

Your Webcast America Territory Manager is more than willing to help you with the sales strategy. Please feel free to contact your Territory Manager for help kicking off your ad sales campaign.

Recruit Your Team

Identify the team members and roles. The more the merrier when it comes to fundraising, so recruit as many dedicated members as you can. The more members on your team, the fewer number of signed sponsorships required for each person.

Start and End Dates

Before you kick-off the fundraiser, set the Start and End dates for the fundraising campaign. Our recommendation is a maximum of 30 days from Start to End.

Determine Objectives

Set the bar high for your team. Although it is not required that you sell out your available sponsorships, we recommend that you shoot high and plan for a complete sellout. You have a total of 48 ads available for your team to sell. If you fall short of that goal, it's no big deal. However, if you set the target number of sponsorships too low, you may never realize your potential.

Getting Started

Now that you have a thorough understanding of our fundraising program, it's time to get started, but before you do, be sure to set dates, team responsibilities, and campaign objectives.

Processing Orders

Our program has been built with simplicity in mind. To process an order, just complete the attached Ad Agreement and fax the order to 800-761-6990. Webcast America will process the order, invoice the customer, collect payment, and pay your commission at the end of the quarter.

See the attached "Sample Ad Agreement" to learn how to fill out the form accurately.

Frequently Asked Questions

Q: How many sponsorships or ads can we sell?

A: Fundraising Partners are able to sell 48 sponsorships; 24 for Zone B and 24 for Zone C.

Q: What if we are unable to sell all 48 sponsorships in 30 days?

A: At the end of 30 days, Webcast America reserves the right to sell the remaining sponsorships. However, we will do everything in our power to help you meet your objectives first.

Q: How much should we charge for the sponsorships?

A: We recommend researching the price for advertising in your community before setting the price. The price you choose will depend on the size of your community, the reach of your organization, etc. Be sure to contact your Webcast America representative for help in determining the best price strategy.

Q: Is there a minimum price we can charge for a sponsorship?

A: Yes, \$100 per year to cover the costs of processing the order and designing the ad.

Q: Are monthly payment plans available for sponsorships?

A: While we don't recommend promoting monthly payments, Webcast America is willing to accommodate sponsors needing a monthly payment option.

Q: If a sponsor wants more advertising exposure, can they have more than one ad spot?

A: Yes, they can purchase as many as they desire. Each additional ad spot is actually an additional ad.

Q: Is there a discount for paying the entire year up front?

A: This can be part of your price strategy. We encourage anything that helps entice sponsors to pay the year in advance.

Q: Is there a discount for paying the entire up front using a credit card?

A: Yes, we offer a 10% discount for those paying by credit card.

Q: What if the sponsor wants to pay by check?

A: Have them sign the ad contract and fax it to us at 800-761-6990. We will invoice the sponsor on your behalf.

Q: Does the sponsor need to provide ad artwork?

A: They certainly can, but Webcast America provides free design services for static banner ads.

Q: Can a sponsor change their ads?

A: Yes, we allow sponsors to change their ad up to 3 times annually without a service charge.

Q: When do we get paid for sponsorships sold?

A: Webcast America will distribute fundraising commissions on a quarterly basis. You will be paid 50% of all sponsorship monies collected at the end of each quarter.

Q: Can we offer special pricing to some sponsors?

A: While we give you the flexibility to set the price for each sponsor individually, we strongly recommend using a standard price for all sponsorships. Sponsors discovering other businesses received special price considerations may not appreciate it.

Q: Can we give away sponsorships to our current supporters?

A: No, the minimum price is \$100 to cover the costs involved in setting up a sponsor.

[Insert Date]

Dear *[Insert Addressee Name]*,

[Insert School Name] is pleased to announce an exciting new partnership with Webcast America to bring live and recorded events to the students, their families and the surrounding community via the Internet...and it's absolutely free for the viewer! This truly incredible service will help keep our community connected by streaming events of all kinds, including sports, banquets, graduations, board meetings, and much more.

Webcast America provides the expertise, technology, training, and the support necessary for our students to enjoy the hands-on educational experience of running the cameras and doing play-by-play to produce the webcasts. Students involved in the program will learn valuable video, audio, and editing techniques, all while showcasing our school, its students, and their gifts.

In addition, Webcast America includes a fundraising option that allows us to secure sponsors to support the program, and our school nets 50% of all advertising revenue! Therefore, we are reaching out to the business community to join us by sponsoring the program as an advertiser. As a sponsor, your advertising will be seen repeatedly by all viewers watching both live and recorded events published on our Event Center. And best of all, you will be helping us provide a terrific opportunity for our students.

On behalf of *[Insert School Name]* and our community, we thank you in advance for your time and consideration in supporting our webcasting program as a business sponsor.

Sincerely,

[Insert Name]

[Insert Title]

[Insert School Name]