

causenetwork

Introducing a unique engagement and fundraising solution
for UCP affiliates.



Clay Buckley
President
CauseNetwork, Inc.
clay@causenetwork.com
703-973-3710

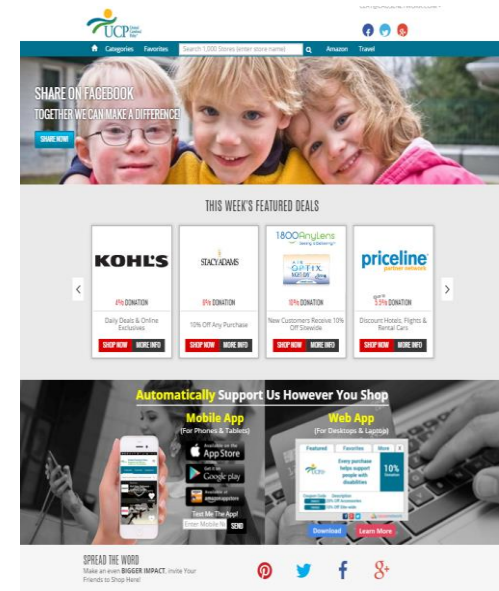
causenetwork

is a...

- New, free way for causes to engage their supporters and raise money – for less than the cost of direct mail, email and social media
- Easy way for your supporters to help you without spending more
- Solution that works for every cause – no matter how big or small
- Way for all businesses - national and local - to support you in a way that's also good for their business
- Run by a team of people who have built successful businesses and who have supported causes from both inside and out

You get a FREE, branded fundraising and communications platform

- An online marketplace with matching web app
- A mobile app with in-app messaging
- Your logo, mission and links
- 1000+ national brands, all categories (even travel)
- Donations: up to 10% on purchases (5% on Amazon)
- Ability to add local sponsors to marketplace and app
- Dedicated team, dashboard and easy-to-use tools to help you quickly add supporters without cost or overhead



Marketplace for You

- Complete control over your UCP brand and the retail businesses inside.
- Donations displayed with every brand, offers show donations for each purchase
- Sponsorship opportunities for local businesses let them promote and sell on-line and in the mobile app

The screenshot displays the UCP Marketplace website interface. At the top, there is a navigation bar with the UCP logo, social media icons, and a search bar. Below the navigation bar is a banner for Facebook sharing with the text "SHARE ON FACEBOOK TOGETHER WE CAN MAKE A DIFFERENCE!" and a "SHARE NOW" button. The main content area is titled "THIS WEEK'S FEATURED DEALS" and features four promotional cards for Kohl's, Stacy Adams, 1800AnyLens, and priceline. Each card displays a donation percentage: 4% for Kohl's, 6% for Stacy Adams, 10% for 1800AnyLens, and 3.5% for priceline. A red oval highlights these donation percentages. Below the featured deals is a section titled "Automatically Support Us However You Shop" which promotes the mobile app and web app. The mobile app section includes logos for the App Store, Google Play, and Amazon Appstore, along with a "Text Me The App!" button. The web app section includes a "Download" button and a "Learn More" button. At the bottom of the page, there is a "SPREAD THE WORD" section with the text "Make an even BIGGER IMPACT, invite Your Friends to Shop Here!" and social media icons for Pinterest, Twitter, Facebook, and Google+.

Branded Mobile App

Mobile is the next generation of Direct Mail

All the benefits of your on-line marketplace *plus*:

- Free in-app messaging connects you with supporters
- Coupons to scan, show or print mean saving for supporters
- Local sponsors appear on the mobile app and generate monthly revenues for you



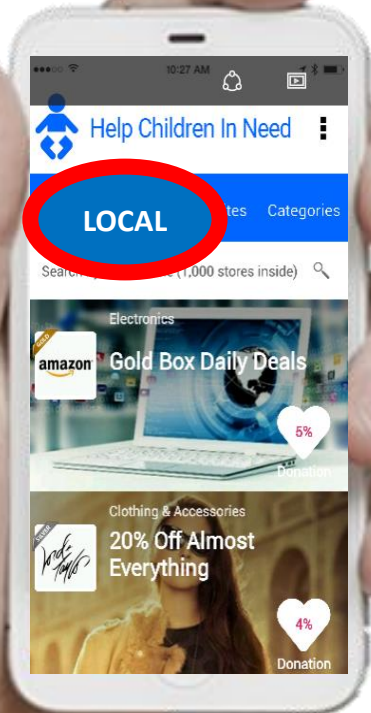
"95% of people who opt into a app messaging programs OPEN and READ mobile messages within 3 minutes."

James Citron,
CEO of Mogreet

How “Local” Works

Just drop off a flyer and we'll do the rest!

- CauseNetwork is like a “digital” local newspaper
- Retailers create and manage their own offers - including coupons that can carry a donation
- 85% of monthly fees go to you!



GOLD Sponsor:
\$20 per Month
Featured on the home page of our web site and mobile app.
Top listing in Local section.

SILVER Sponsor: \$10 per month, lists below Gold in Local section of website & app

BRONZE Sponsor: \$5 per month, lists below Silver in Local section of website & app

All the Tools & Templates, Without a lot of Work

Simple, easy to use
dashboard

All the information
you need

Customized
templates with
images and links
included

“One-click
promotions”

Download your
emails any time

The screenshot shows a dashboard for 'causenetwork'. At the top right, the logo and email 'GLENGULYAS@MSN.COM' are visible, along with social media icons for Facebook, Twitter, and Google+. A search bar contains 'Search 1,000 Stores (enter store name)'. A navigation menu includes 'Membership Drives', 'Custom Images & Tools', 'Learning Center', 'Dashboard', 'Sponsorships', and 'Member Communications' (highlighted in red). A 'Your Logo Here' placeholder is at the top left.

Mobile App Messaging (Send message to your mobile app only)

Enter Message Here (224 Characters Max) [SEND](#)

Member Report (email, mobile & web app status for registered members)

[Download Member Report](#)

Page Views	41	3,877
Merchant Clicks	5	354

Member Purchases*

Quarter-To-Date	Year-To-Date	Since Joining
\$0.00	\$3,178.38	\$7,654.91

Donation Activity*

	Quarter-To-Date	Year-To-Date	Since Joining
Donations Earned	\$0.00	\$158.93	\$451.67
Donations Paid	\$0.00	\$158.93	\$451.67

* Important Information About Purchase & Donation Data

(Most) FAQs

1. *“What does CauseNetwork do with the emails you collect?”*
2. *“How often do you market to users once they sign up?”*
3. *“Can we add or delete merchants from our site and app?”*
4. *“When do we receive payments?”*
5. *“Is there a contract with obligations?”*
6. *“Can we capture the holiday rush?”*

Answers

Emails are only used to raise money for you and can be downloaded from your dashboard.

CauseNetwork sends a weekly “soft-sell” newsletter, which members can easily opt out of.

Retailers and businesses who appear on your site and app can be set by you.

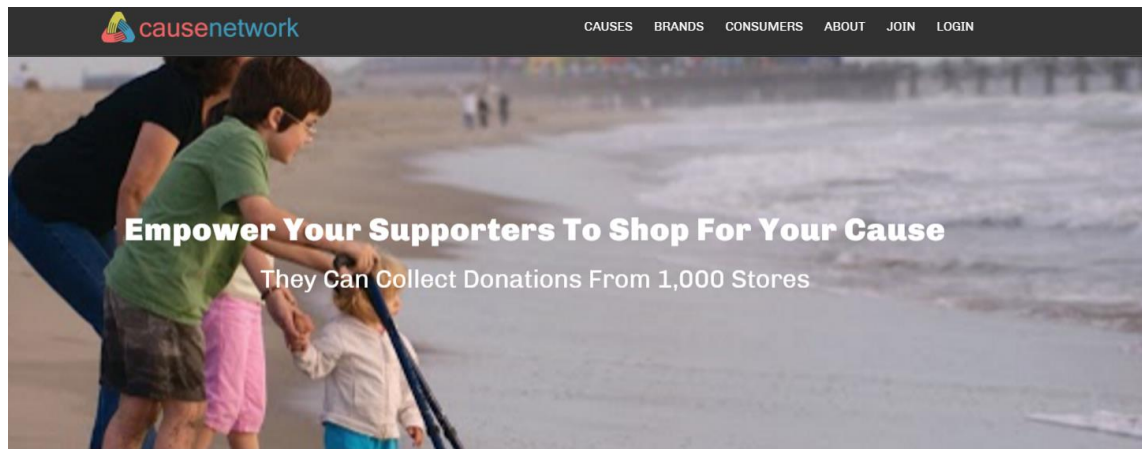
Checks are mailed quarterly.

When you register, there are terms but no obligations. You may cancel at any time.

Yes! We can have you up and fundraising and messaging in just a few days.

Getting Started

1. Go to My.CauseNetwork.com/UCP
2. Select “Register My Cause Now”



Get A FREE Branded Website, Mobile App & Web App
In Your Cause Name, Color, Images & Mission



[Register My Cause Now](#)

Fill in the form, and within 5 days or less we'll have your site ready for review and customization

Want help or more information?
Email us at info@causenetwork.com
or me at
clay@causenetwork.com

Thank you!



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