

# How to Approach Non Profits

WARNING – If you try to approach or market schools without the correct authority or process you will destroy the opportunity for EVERYONE in the company. Read ALL this material.

## BACKGROUND:

Why do you think none of the big MLM companies are in the schools or most of the other non profits? The reason is simple. Distributors think they will get rich when they sign up a teacher that will sign up a parent that will sign up other parents etc. What happens is that teachers, students and parents start to fight over who contacted whom. The football coach claims he should get Johnny Brown and the cheer leader coach claims she gets Sally Brown and they fight over the same parent. Eventually the school BANS the entire company from the school. This reaches the school boards and they BAN the entire company from the school system.

## CORRECT APPROACH:

You must start a non profit organization that oversees and tracks the sales for each individual group. That organization must be broken into components for each group that individually works their area.

As example, you will assign an individual that will take care of raising funds for the football team. That person is usually a parent with a child on the team. They must be willing to pick up product, go to ALL functions like games, school meetings and functions. They set up a booth to sell the products at each function.

They must have a sign that clearly shows causal marketing. “Your purchases and donations help fund the football team to travel to the state tournament.” Or “Your purchases and donations help fund the football team jerseys.” Or some other direct action statement that makes the parents want to get involved.

Show a picture of the team that they are fund raising for so that it will draw the attention of the kids and parents when they recognize the school students or colors.

IT IS NOT ABOUT SELLING COFFEE. It is about HELPING THE STUDENTS.

Once you have a relationship with a specific group, you can now go to all the contact locations to put a box on the counter of convenience stores, car dealerships, and any business in that school area. You (the individual running that fund raising) now tells the store to sell the product for a certain amount and the profit goes to the organization.

It is not about making an income for the store at this point. It is about getting people to buy the product for fund raising and helping the students.

## STEPS FOR SUCCESS:

1. Locate an individual that is actively involved as a parent in a specific activity that needs fund raising.
2. Locate the responsible party for fundraising for the specific activity. We have many of these already in place.
3. A specific position **MUST** be created to represent the non profit position but **IS NOT** a non profit. This can be the parent working the fund raiser, it can be a store that will carry the product or it can be an independent position controlled by a manager.
4. The position will order all product and provide it to the point of sale. The point of sale can be at the school activities or on the counter of local merchants.
5. The price will be set to insure that enough profit is received to pay for the product and all other profit goes to the activity. This creates a self funding process as items are sold. **NO MLM** money is created directly for the **NON PROFIT**. They receive only the wholesale to retail profit.
6. If the responsible party wants to make an income they **MUST** structure other individuals and stores to create **MLM** money for the position. **ALL** retail profit from the position will be given to the non profit.
7. The responsible party should make flyers and other handouts and send products home to family members with an explanation that all retail orders of the products create non profit income for the activity. The responsible party provides the retail website to everyone to purchase from.
8. When other individuals and stores want to participate in the wholesale profit they can sign up under the responsible party position. The responsible party places new distributors in the **EXTREME** left or right leg **ONLY**. Eventually the volumes will create **MLM** income for the responsible party.
9. When product is needed, the responsible party purchases the product at the bottom of their organization creating volume for all individuals in the line. This motivates other potential distributors.
10. The responsible party can donate additional funds to the non profit group as their income increases and they start to make a profit.

Avoid signing up teachers and parents that are mainly interested in making the **MLM** money. If they are involved to provide product sales to generate non profit income everyone will be happy.

If you do this you will create more volume for your positions through focused non profit sales than trying to get everyone fighting over an **MLM** income.