

1-800-377-8033

This program was designed to be very easy to implement, it requires very limited added effort on the donor recipient's part, and it's purposely designed to be compliant for nonprofits and regulated associations to implement.

PROJECT CONTACT: ALICE BLACKMORE, COMMUNITY SALES AND PROGRAMS COORDINATOR

ABlackmore@ActiveForever.com

Direct Dial: 480-459-3136

ActiveForever has launched its "LifeChangingGifts" campaign in an effort to enable its close relationships and educational outreach activities with select non-profits, to keep the donations flowing!

Year after year, ActiveForever captures a tremendous amount of state, federal, healthcare, consumer and corporate shopping. (Its business also consistently triples the last quarter of every year due to holiday shopping). Its customer loyalty is high, and the company does so well due to its fabulous pricing, and its very high quality, hard to find and very useful products.

This is how it works:

- ✓ Your organization is issued a five digit donation code of your choice.
- ✓ Donor Recipient must post a banner promoting its donor code and a link to www.ActiveForever.com from its website to qualify as a donor recipient.
- ✓ ActiveForever promotes your organization prominently on its web site, in some of its email correspondence and in some of its print marketing materials, and your organization does the same on your end. (This is critical and cannot succeed unless you are promoting it from your end; online and in print!).
- ✓ ActiveForever encourages the customer to visit the non-profit's web site to obtain the donation code, and your organization encourages your target audience to visit the most prominent page of your web site to obtain the donation code. (Most often, the donation code banner is featured on your home page).
- ✓ The customer clicks through to www.ActiveForever.com and enters the donation code while shopping online. If an order is placed via print catalog, telephone, and fax or via one of the retail stores, the donation code is entered by the ActiveForever customer service counselor during his or her shopping experience.
- ✓ Once the donation code is entered into the customer's file, ActiveForever donates 5% rewards points of whatever products that customer purchases from us back to the non-profit corresponding to their donation code! As an added benefit the customer will automatically receive 5% off their order. The discount helps us insure the customer enters or mentions the donor code!!!
- ✓ That code stays live, so as long as we have our co-marketing promotion program running with your organization, you continue to earn donations, in the form of rewards credits, from those customers as they continue to shop with ActiveForever as a repeat customer!
- ✓ Since ActiveForever is such a large volume customer, we cut a deal with our email service that allows us to send 10,000 free emails/month if we do it for the benefit of a non-profit or association! ActiveForever can design the marketing email, the donor recipient can influence, review and approve the message, and ActiveForever takes care of sending and tracking it for results.
- ✓ **Interesting twist!** You can create a wish list of products you'd like to have donated. The customer will be able to consider purchasing those products for you, and your wish list will be displayed at: www.LifeChangingGifts.org. When a donor purchases the product(s) they will receive 5% off their order, you get the product(s) free, and ActiveForever ALSO donates 5% of that product sale back in rewards points to your non-profit!
- ✓ Rewards points can be used towards a selection of over 10,000 discount therapy, pain relief, medical equipment, supplies and health product innovations.

Our campaigns can run regionally or nationally, so our efforts can benefit your specific chapter, or a national office. Also, both ActiveForever Discovery Center locations contain great meeting rooms, open to the public to reserve for education and support groups, so if you utilize either of the facilities for any of your meetings or education programs. This can add to the success of the campaign!

We plan on developing a number of condition ~ specific print catalogs throughout the year. If your area of focus involves serving a specific physical condition, we would be delighted to create a condition ~ specific print catalog or handout for your specific topic of choice, and include the promotion of the donor code into the print materials at no cost.