

New & Easy (High Return, Low Risk & Investment) Ideas!!!!!!

Presented by Cathy Ives, DEI
The Development Exchange, Inc.

Strategic Partnership Alliance



WGUC Site:
<http://careclicks.com/group.php?groupID=673>

Opportunity Overview

- Offer a valued benefit to your supporters
- Generate significant recurring revenue
- Service is provided to your organization and supporters at absolutely no cost !



The Growth of Online Shopping

- Nearly 60% of all internet connected Americans shop online
- Average annual online spending is \$600+
- Annual growth is anticipated at 15-25% for each of the next 5 years
- Continued rapid broadband access will positively impact online shopping habits



How it Works

- CareClicks.com™ LLC creates a complimentary custom e-commerce portal for your organization
- Your shopping mall is comprised of nearly 1,000 quality merchants in 42 product categories
- Your supporters are notified to always start their online shopping at your mall
- Every supporter purchase in your mall is tracked and revenue is earned and paid monthly



Consumer Benefits

- **Save Money** - via exclusive coupon discount codes, free shipping promotions and access to alternative discounted merchants (average annual consumer savings is estimated at between \$100.00-\$250.00)
- **Convenience** - Save time with nearly 1,000 easy-to-find merchants just a click away
- **Selection**- vast merchant choices covers nearly 100% of consumer purchasing needs
- **Satisfaction** – consumers can directly benefit while painlessly supporting your cause
- **Absolute Privacy** – CareClicks.com™ does not obtain any personal information about a shopper



Organization Benefits

- *Enhance the value of group membership-* by providing this complimentary, time and cost-saving benefit
- *Passively Augment Existing Donor Contributions*
- *Passively Create Non-Donor Revenue*
- *Reinforced Supporter Relationship-* Via a highly visible and utilized custom e-commerce shopping portal
- *Increase Website Exposure* -Links to your website will increase traffic, financial support, and loyalty

Organization Benefits continued

- ***Revenue***-effortless & significant recurring income stream
- ***Business as Usual*** -maintain any and all existing sponsor relationships by delisting competitor merchants
- ***Leveraged Purchasing Power*** -maximize revenue earned with our exclusive "Profit-Sharing Pool" (see explanation on page 14)
- ***Accountability***-CareClicks.com™ provides detailed monthly
 - reports of all activity recorded in your mall

Supporter Awareness

CareClicks.com™ LLC provides your organization with all the tools necessary to create supporter awareness:

- Electronic Custom Program Announcement
- Monthly e-Savings Newsletter Distribution
- Website Link
- Copy for creation of flyers and handouts
- Magazine or newsletter ad copy



The average consumer needs to hear a message at least 9 times before they take action. Every communication to your members/supporters is another brick in the awareness foundation

Revenue Possibilities

Revenue earned will be the direct result of your member notification process. Particularly in the first year, you are encouraged to utilize all the tools available to get the word out....your supporters will thank you for it!

- The average consumer utilizing your portal for online purchases will generate between \$25-\$75 annually (based on personal and potential business use)
- These figures are expected to grow to as much as \$76-\$228 per shopper in 5 years
- Based on utilizing the tools provided, your supporter participation should be 5-10-15% or more in year 1, with a 100% increase in year 2, 50% increase in year 3, 25% increase in year 4, and 10% increase in year 5.

Monthly Commission Schedule

(based on monthly gross commission generated)

Tier 1	Under \$25,000	75%
Tier 2	\$25,000 - \$49,999.99	80%
Tier 3	\$50,000 - \$74,999.99	85%
Tier 4	\$75,000 +	90%

Competitive Advantage

(as of March 2005)

Merchant	CareClicks	Mall A	Mall B
Buy.com	2.25-9.00%	1.20%	1.00%
eBags	6.75-18.00%	2.80%	3.50%
eBay-Bids	\$.075-.225	None	None
eBay-Registration	\$15.00-41.50	\$6.00	Up to \$2.50
FTD Florists	6.00-9.00%	3.20%	3.00%
Lillian Vernon	4.50-7.20%	2.80%	3.50%
Paul Frederick	6.75-13.50%	3.60%	4.50%
PETCO	6.00-12.60%	3.20%	4.00%
Target	3.75-6.30%	2.00%	2.50%

Competitive Advantage

(as of March 2005)

continued

Feature	CareClicks	Mall A	Mall B
Consumer Privacy	Yes	No	No
Merchants Available	@1,000	@600	@400
Links to client website	Yes	No	No
Logo/Photo	Yes	No	No
Custom e-newsletter	Yes	No	No
Merchant Delisting	Yes	No	No

The Power of Profit-Sharing

Assumptions:

1. 100 organizations each produce \$2,000 in monthly sales at ABC.com
2. ABC.com commission schedule is 5.00% (under \$25,000), 7.50% (25K-50K) 10.00% (\$50K-100K) 12.50% (100K-150K) 15.00% (\$150K+)
3. Your group is earning commission at the Tier-1 level-75% (see page 11)
 - CareClicks.com™ generates \$200,000 in sales from it's 100 client partners
 - CareClicks.com™ earns commission at the rate of 15% from ABC.com (\$30K)
 - CareClicks.com™ pays you 75% of 15% (11.25%) equal to \$225.00

Without pooling, you would have earned 3.75% (75% of 5%) or \$75.00, based on your groups monthly sales volume. Thus, at 11.25%, your income has increased by 200%, and represents a commission equal to 225% of merchant base income.

About CareClicks.com™ LLC

- CareClicks.com™ LLC is a for-profit e-commerce marketing firm. We are dedicated to offering a **no-cost**, turnkey, online shopping mall for the benefit of members and supporters of Educational Institutions, Professional Associations and Charitable Fraternal organizations
- Our corporate mission is to create a significant and recurring source of revenue for our client partners *without* asking their loyal members/supporters to expend additional financial resources
- We are passionate about honesty, integrity and consumer privacy
- We are committed to helping our partner organizations achieve both maximum revenue and member/supporter benefits

Client Partners (partial list)

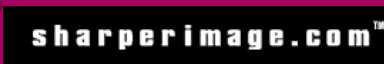
- **American Society of PeriAnesthesia Nurses Foundation**
- **Association of Graduates-U.S. Military Academy-West Point**
- **CancerCare**
- **Delta Sigma Pi Fraternity**
- **Delta Theta Phi Law Fraternity**
- **Foundation for Chiropractic Education & Research**
- **Gynecologic Cancer Foundation**
- **Kappa Kappa Psi Fraternity**
- **National Soccer Coaches Association of America**
- **New York State Chiropractic Association**
- **Our Lady Star of the Sea-Cape May, NJ**
- **Phi Chi Theta Fraternity**
- **Rotary International**
- **State University of NY-New Paltz**
- **Tau Beta Sigma Fraternity**
- **The College of New Jersey Alumni Association**
- **Toys for Tots Foundation**
- **U.S. Coast Guard Academy Alumni Association**
- **U.S Merchant Marine Academy Alumni Foundation**



Sample Participating Merchants



Merchants



Next Steps

- Request, review and endorse the Strategic Partnership Agreement (SPA)
- Request and complete the Site Customization Checklist
- Select a “Get the word out” team to focus on the notification process to their respective segment of your membership population
- Begin announcing the program in all current media
(CareClicks.com™ LLC will assist you with marketing copy)

Contact Information

CareClicks.com™ LLC

38 Center Road

Mahopac, New York, 10541

845-628-9146-Tel

845-621-2240-Fax

Senior Management Team

Robert M. Genna-Executive Director

rgenna@careclicks.com

Chad Winterfield-Chief Technology Officer

cwinterfield@careclicks.com





COLLETTTE VACATIONS

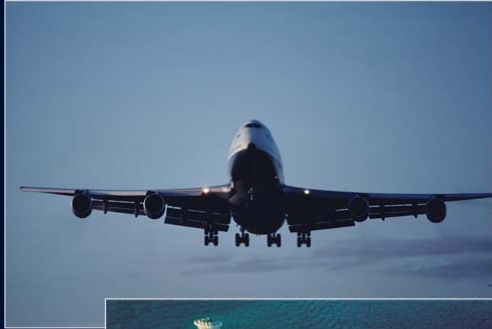
- Escorted vacations • Independent vacations
- Custom tours & incentives



Why Offer Travel... What's In It for

You?

- Research tells us that your members love to travel
- Travel offers you successful fundraising opportunities with little effort, high return and no risk
- Creates stronger bonds with your members that lead to major giving
- Powerful community presence



Promoting a Group Departure is Easy and Risk Free . . . Simple as 1 2 3!



1. Select a destination: over 250 packages to choose from
2. Collette provides customized 4-color marketing materials
3. A local district sales manager will work with you personally to choose and promote the tours, conduct travelogues and pre-trip briefings

Why Collette Vacations?

- **Experience:** Since 1918
A Respected Brand – A strong secure company
- **Financial Security:** No debt, independently audited
- **Product Diversity:** All 7 continents, variety of styles and price points. Cruise tours, train trips, learning vacations, single hotel stays
- **Collette's Cancellation Waiver:** Allows cancellation for any reason right up to the day of departure

Where's everyone going? Popular destinations for 2006



- Canadian Rockies By Rail
- Australia – From The Outback to the Glaciers
- Italian Vistas
- Alaska Discovery
- Europe River Cruises
- Hawaii Land and Cruise
- Exploring Britain & Ireland
- American Heritage

**COLLETTE'S NUMBER ONE, BEST
VALUE...Australia**

Monday, July 24, 2006

Radio Stations Most Popular Choice

Mozart's Musical Cities: Salzburg, Vienna & Prague In Celebration Of His 250th Anniversary

Highlights...

Salzburg • Mozart's Birthplace Salzkammergut • Vienna
Mozarthaus Schoenbrunn Palace • Cesky Krumlov •
Prague Hradcany Castle • Estates Theatre Jewish
Museum & Cemetery

Mozart's Musical Cities: Salzburg, Vienna & Prague In Celebration Of His 250th Anniversary.

COLLETTE EXPERIENCES

- ★ See Mozart's birthplace in Salzburg.
- ★ Visit St. Gilgen, where Mozart's mother lived and his sister later resided.
- ★ Listen to Mozart's most popular compositions presented by local artists dressed in stylish historic attire.
- ★ Join a leisurely paced "In the Footsteps of Mozart" walking tour of Vienna.
- ★ See the Mozarthaus in Vienna, where Mozart composed the famous "Marriage of Figaro".
- ★ Attend a private concert at Prague's Estates Theatre where Mozart first performed his masterpiece "Don Giovanni".
- ★ Be captivated with four classical music performances.



COLLETTE VACATIONS

Contact:

• Tony Etienne: 800-793-6133 Ext. 4037

www.collettevacations.com

Charitable Auto Resources CARS

Where to start???

- Legal Issues: State and Local
 - Your vendor-partner can help
- Legal Issues: Your License/Licensee
 - University
 - State



2 Ways To Run Your Program

- Do it yourself
- Work with a vendor-partner



Do It Yourself

- Identify/hire coordinator
 - This is a full-time job if you run your own program
- Who will pick-up vehicles- Tow Yard?
- Where will vehicles be stored?
- Where will vehicles be sold?
- Design paperwork- Receipts/Thank you
- Give a thank you gift
- Internal recognition/membership?
- Keep up with motor vehicle rules in your state
- Keep up with and follow Federal and State donor rules



Vendor-Partner Program: The Way 98% Are Doing It

- Identify vendor-partner
 - Let them handle most elements on the previous page
- Work out relationship
- Thank you gifts
- Internal revenue recognition
- Membership for those not already members?
- Additional Procedures
- Copy, marketing and schedule assistance from partner



Schedule

- Kick-off schedule
 - KPBS-FM: 1x/hour for one month
 - KPBS-TV: 1x/hour for one month
 - Program Guide: Monthly ads
 - Website: Assorted locations

Schedule

- Sustaining schedule- Same as kick-off
 - After six months of fewer spots donations dropped off at KPBS
 - Once kick-off schedule with more spots resumed, donations came back to kick-off levels
 - KPBS-FM: 1x/hour
 - KPBS-TV: 12x/day
 - Program Guide: Monthly ads
 - Website: Assorted locations



KPBS Sample Spot

- Now there's another way for you to support Public Radio programming on KPBS. Our new Vehicle Donation Program has begun. You can donate your used vehicle to KPBS by calling 877-KPBS-CAR. A representative will explain all of the details including same-day service. The most important point is that you're supporting quality programming. The Vehicle Donation Program number is 877-KPBS-CAR. That's 877-572-7227.



KPBS Sample Spot- B

- The New KPBS Vehicle Donation Program is a big success! Thank you for using this additional method of supporting KPBS. To donate your used vehicle call 877-KPBS-CAR, where a representative will explain all of the details including same-day service. The KPBS Vehicle Donation Program number is 877-KPBS-CAR.



Charitable Auto Resources CARS

- Bruce Bauer, Director of Development for CARS
 - Former Corporate Development Director at KPBS, San Diego
 - Created KPBS Vehicle Donation Program, one of the first in Public Broadcasting
 - Mentored many Public TV and radio stations while at KPBS.
 - Available at:
 - 858-300-2906 Cell: 619-994-0775
 - bruceb@charitableautoresources.com
 - 7380 Clairemont Mesa Boulevard, Suite 109
San Diego, CA 92111
 - www.charitableautoresources.com





July 6, 2005

Letter of Recommendation

We've been working with C.A.R.S. since November 2004. We are very pleased to refer C.A.R.S. as an organization that conducts business in a professional manner. There has never been an unresolved matter or problem. The staff at C.A.R.S. is very attentive and helpful. Our station is very pleased with the results and we look forward to continuing our relationship with C.A.R.S.

Sean Heitkemper
KKJZ FM 88.1
Long Beach, CA

KQED
celebrating 50 years

September 20, 2004

Jacque Elliott
Charitable Auto ResourceS, Inc
7380 Clairmont Mesa Blvd., #218
San Diego, CA 92111

Dear Jacque:

I would like to update you on the success of our vehicle donation program since our launch in March. As you know, the revenue we have generated in just a few months has exceeded all expectations.

As we head towards our six-month anniversary of the KQED Vehicle Donation Program, more than 2,100 cars have been donated, resulting in nearly \$500,000 in *net* revenue!

Thanks to you and your organization for providing superior customer service to KQED and our donors. Your responsiveness to inquiries and willingness to 'go all out' to resolve issues when necessary has made everyone from membership staff to senior management feel we made the right choice when we selected CarS to manage our program.

As is the case for all not-for-profit organizations, new and diverse sources of revenue are important to KQED's fiscal health and to the growth of services we provide to our community. Our Vehicle Donation Program helps to ensure KQED can fulfill its mission to provide quality public broadcasting for the Bay Area and beyond.

Regards and many thanks,



Sharlene Chiu
Supervisor, Client Services
KQED Vehicle Donation Program Manager



Kimberly Sparrow
Director, Corporate Support

PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK WWW.KQED.ORG

KQED 2601 Mariposa Street San Francisco CA 94110-1426 phone 415 864 2000 fax 415 553 2130

Monday, July 24, 2006

LASHA

LOS ANGELES SEPHARDIC HOMES FOR THE AGING

PRESIDENT

Rae Cohen

July 1, 2005

VICE PRESIDENTS

Membership

Jerry Benezra

Programs

Rachel Hasson

Senior Outreach

Denise Clumeck

Donna Levy

Ways and Means

Leon Hasson

Finance & Treasurer

L. Larry Clumeck

Lashon Editor

Carol Kotrozo

Next Generation

Marty Halfon

Sarita Hasson Fields

Corporate Secretary

Edward Hasson

Ralph Amado

Jules Aroesty

Aaron Cohen

Clement Cohen

Esther Cohen

Nace Cohen

Victor Cohen

Reuben Dori

Jebb Levy

Elaine Lindheim

Pearl Roseman

Jacque Elliott
Charitable Auto Resources, Inc.
7380 Clairemont Mesa Blvd. #218
San Diego, CA 92111

Dear Jacque;

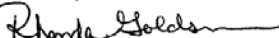
I wanted to thank you and your staff for the outstanding job you have done with our vehicle donation program. During our last fiscal year we received 76 cars and over \$28,000 in revenue, much higher than our previous vehicle donation vendor.

I must also praise your staff for their customer service. Whenever I need an answer or a problem solved, everyone from Dana to Lisa to Rick responds immediately and follows up to make sure the donor is happy. THIS IS THE BEST PART OF YOUR SERVICE.

You were right; you do make it pleasant and easy to raise funds. I have forwarded your name to other agencies. I can't even imagine why anyone wouldn't do it. It is so easy.

Please feel free to use me as a reference in the future and keep up the great work.

Sincerely,



Rhonda Goldsmith
Executive Director
LASHA

PAST PRESIDENTS

Ralph Amado

Jules Aroesty

Joe Benezra

L. Larry Clumeck

Aaron Cohen

Clement Cohen

Nace Cohen

Robert Cohen

Victor Cohen

Slick Halfon

Lou Hasson

Ted Hasson

S. Roy Oliver

*Samuel Tobey

**Of Blessed Memory*

Administrative Director

Rhonda Goldsmith

We Care **BBB**
LEWIS &
HOME
Caring never grows old™

7150 Tampa Avenue, Reseda, CA 91335 (818) 774-3330 FAX (818) 344-8564 EMAIL: lasha@jha.org

Monday, July 24, 2006

39



Charitable Auto Resources, Inc.

[About CARS](#)

[Locations](#)

[Our Program](#)

[Donate Now!](#)

[FAQ's](#)

[Contact Us!](#)

Make a Donation Today!

Charitable Auto Resources accepts donations for over 75 Non profit Organizations.

If you would like to donate a vehicle, we can help!

Start a Program Today!

Our clients are a mix of non-profit organizations promoting Social Services, Public Television, and Community Arts programs.

In the first six months of our year, CARS has handled over 5000 car donations.

Charitable Auto Resources, Inc. is dedicated to helping non-profits raise funds through successful car donation programs.

We handle vehicle donations for over 75 worthy charities.

Whether you want to make a difference by donating a vehicle or are a non-profit who would like to increase your revenue by accepting vehicle donations, Charitable Auto Resources, Inc. is here to help.



CARS is a service oriented car donation management program based in San Diego, operating in 18 states and the District of Columbia.



If you have questions about tax deductions, [click here for IRS Guidelines!](#)

Internal Revenue Service [IRS.gov](#)

DEPARTMENT OF THE TREASURY

Vehicles for Charity

A non-profit vehicle donation service



Introduction

- Vehicles for charity was founded in 2001 by the metropolitan association for retarded citizens (MARC) as a way for non-profit organizations to benefit from vehicle donation programs.



Goals of our program

- A simple donation process for vehicle donors.
- A low maintenance system for affiliates.
- A professional as well as productive program for generating donation dollars for affiliates.



A Simple Donation Process

- Donors call toll-free phone number from on-air promotion.
- VFC CSR's answer all questions and complete donation.
- Vehicle is picked up within 2-4 business days.
- A donation/thank you letter is mailed to the donor.(Upon receipt of title).

Low Maintenance

- Promote and publicize program.
 - Deposit your check once a month.
 - Find ways to spend the money.
- “It’s that easy”, says KLRN’s v.p. of marketing, Julie Feuerbacher.*



Professional and Productive

- Monthly reports provided by VFC include: donor information, vehicle information, gross sales amount, amounts payable to affiliate.
- On average, over 60% of funds raised go to affiliate.
- All records of transactions are placed in archive and available during normal business hours.

Real Life

- *“Colorado Public Radio recommended I consider a vehicle donation program, their’s was going well. ...all I had to do was publicize the program and open monthly checks. She was telling the truth. Income from the car donations grows monthly, and the program continues to attract a majority of first time donors. VFC runs the program with a sincere attitude of partnership with the non-profit organizations they serve.”*

Susan Goldsmith

Rocky Mountain PBS

What This All Means

- We at Vehicles for Charity provide management and administration of a professional and productive vehicle donation program for non-profit organizations to supplement much needed donated funds.
- Three Keys to Success
 - Promote and Publicize
 - Deposit your checks
 - Find ways to spend the money



Join the Alliance

- Contact Scott Mitchell, eastern territory manager of corporate alliances at 866-628-CARS, 303-308-2435 or e-mail him at smitchell@vehiclesforcharity.org to become a member or for further information.



Investor Education and Protection: Keeping Consumers on the Right Money Track

Investor Protection Trust
www.investorprotection.org



The Investor Protection Trust (IPT)

- The primary mission of IPT is to provide non-commercial, independent, objective information needed by consumers to make informed investment decisions.
- IPT fulfills its mission through grants from the Investor Education Fund, working with State Securities Administrators, and developing programs under its own auspices.

GDF	↓	HJK	1.25	RTY	1.23	IOP	.05	BNM	12.0	XCV	.20	QEW	↓
	.15		↑				↑		↑		↑		.65

The IPT Trustees

- **Denise Voigt Crawford, Lead Trustee**
Securities Commissioner, Texas State Securities Board
- **Irving Faught**
Administrator, Oklahoma Department of Securities
- **Richard Gerber**
Chairman, Pennsylvania Securities Commission
- **Bruce Kohl**
Director, New Mexico Regulation & Licensing Department
- **Michael Johnson**
Securities Commissioner, Arkansas Securities Commission
- **Elizabeth Block**
Assistant Attorney General, New York Office
of the Attorney General



Investor Protection Trust - Microsoft Internet Explorer

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Address http://www.investorprotection.org/ Go



Investor Protection Trust

Dedicated to Non-Commercial Investor Education

Investor Education Fund	Financials
IPT Mission/Initiatives	Trustees
Advisory Committee	Funding Sources

SEARCH

Working with IPT

- IPT Grant Process
- Grant Criteria
- Grant Application
- Grant Award Updates
- Reimbursements

What is the Investor Protection Trust?

The primary mission of the Investor Protection Trust (IPT) is to provide independent, objective information needed by consumers to make informed investment decisions. Founded in 1993 as part of a multi-state settlement to resolve charges of misconduct, IPT serves as an independent source of non-commercial investor education materials. IPT operates programs under its own auspices and uses grant to underwrite important initiatives carried out by other organizations.



Answers to Your Questions About ..

- Investor Education Fund
- Finances of IPT
- Other Contributions to IPT
- Miscellaneous Topics

What's New at IPT?

Blandin Named President, CEO

The board of trustees for the Investor Protection Trust announced on June 2, 2004 the appointment of Don M. Blandin as president and CEO of IPT. Blandin, a nationally known expert on investor education, previously served as president of the American Savings Education Council (ASEC). He assumed his new position on June 1, 2004. [Read more ...](#)

IPT in Action

Financial Literacy 2010 is a joint project of IPT, your state securities agency, the North American Securities Administrators Association and the National Association of Securities Dealers. Launched in 1998, Financial Literacy 2010 is a national campaign to increase the average high school student's savvy about personal finance and investment. [Read more ...](#)



IPT Grant Process

The Investor Protection Trust is accepting Letters of Inquiry. [→ Read more](#)

Done

start

In... Mi... A... Gr... Le... Gr... In...



Investor Protection Trust

The IPT Website

- IPT Financial Statements –IEF balances by State (section 5)
- Investor Education Plan
- Letter of Inquiry and Grant Evaluation Standards
- Letter of Inquiry Guidelines
- Grant Proposal Guidelines
- Grant Proposal Form



The Settlement Funds

- States receive amounts based on the population of their state. Amounts range from \$300,000 to \$3 million minus fees over five years.
- States' portions can be used annually as they are deposited or held over from year to year for larger grants in future years.
- State funds can also be “re-designated” and given to the IPT to fund multi-state or national programs.



The Grant Process

- Projects to be considered by the IPT must be designed for the purpose of investor education and research and education with respect to the protection of investors, and to equip investors with the knowledge and skills necessary to make informed investment decisions. Investor education can and should cover all aspects of individual investing and investment vehicles.
- All projects to be considered by the IPT must demonstrate the support of the appropriate State Securities Administrator.
- Proposals are accepted by invitation upon the receipt of a meritorious Letter of Inquiry.



Your State Securities Administrator

www.nasaa.org

QUICKLINKS

- [Contact Your Regulator](#)
- [What's New](#)
- [Investment Complaint Center](#)
- [Ask NASAA](#)

NASAA - Microsoft Internet Explorer

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Address <http://www.nasaa.org/home/index.cfm> Go

NORTH AMERICAN SECURITIES ADMINISTRATORS ASSOCIATION

ABOUT NASAA INVESTOR EDUCATION ISSUES & ANSWERS NASAA NEWSROOM INDUSTRY & REGULATORY RESOURCES

NASAA

SEARCH

QUICKLINKS

- [Contact Your Regulator](#)
- [What's New](#)
- [Investment Complaint Center](#)
- [Ask NASAA](#)
- [Member Login](#)

FEATURES

NASAA Listens
Click here for an archive of NASAA Listens Forum webcasts.

Senior Investor Resource Center
Click here for tips to protect senior investors from fraud.

NASAA SPOTLIGHT

NASAA Commends Launch of Congressional Financial and Economic Literacy Caucus
NASAA commends Representatives Judy Biggert (R-IL) and Rubén Hinojosa (D-TX) for their leadership in forming the Financial and Economic Literacy Caucus. "Providing a forum for Members of Congress to promote policies advancing financial literacy and economic education is an important step to ensuring that our citizens have the tools necessary to build financial knowledge and financial security," said NASAA President and New Jersey Bureau of Securities Chief Franklin L. Widmann.

A Tribute to Royce Griffin
It is with great sadness that we note the death of Royce Griffin. A former NASAA President and later General Counsel, Royce served as both Colorado Securities Commissioner and Arkansas Assistant Securities Commissioner.

NASAA Public Policy Conference: May 3
Visit the Conferences Page for details.

REGULATORY PARTNERSHIP

State and provincial securities regulators work with other regulators to collectively use resources to protect investors.

[learn more >](#)

MEMBERS ONLY

[log in now >>](#)

E-MAIL UPDATES

Done

start

3boxes - Micro... NASAA - Mic... PW: IPT and... http://

Monday, July 24, 2006



Common Investment Scams

- Ponzi Schemes
- Unlicensed Individuals Selling Securities
- Unregistered Investment Products
- Promissory Notes
- Senior Investment Fraud
- High-Yield Investments
- Internet Fraud
- Affinity Fraud
- Variable Annuity Sales Practices
- Oil and Gas Scams



Project Elements

- Focus on investor education and protection
- Research and/or Education Initiatives
- Partnerships
- Sustainability and Replication
- Incorporate Existing Education Tools
- State and Local/Community Level
- Multi-State Projects
- All Demographics



LOIs and Proposals

The IPT has to date:

- Received 40 complete Letters of Inquiry
- Invited 19 full proposals
- Received 14 full state proposals
- Approved 8 full state proposals for grants
- Approved 1 multi-state/national proposal for a grant

State Grant Awards

- Arizona Corporation Commission – “Arizona Investor Awareness Project: Targeting the People the Con Artists Target”
- California Department of Corporations – “Troops Against Predatory Scams Investor Education Project (TAPS)”
- Economics *Wisconsin* – “Stock Market Simulation”
- Florida Department of Financial Services – “Your Money, Your Life 2005”
- Indiana Council on Economic Education – “Take Stock in Indiana”
- Pennsylvania Jump\$tart Coalition – “Investor Education PA”
- South Dakota Department of Securities – “How to Create Financial Independence by Understanding Five Principles of Investing”
- Oklahoma Corporation for Investor Education – “WISE Stock Market Simulation”

MoneyTrack PBS Series

- 13 part PBS series to launch in April 2005
- Underwritten by Investor Education funds
- Quality educational materials will be made available for use by participating states
- Complementary website
- Mass distribution of DVD/VHS copies to schools, libraries, and community organizations.

Contact Information

- Don M. Blandin
Investor Protection Trust
IPT, Suite 300
919 Eighteenth Street NW
Washington, DC 20006
202-775-2111
Blandin@investorprotection.org





Online Auctions



Monday, July 24, 2006

Online Auctions the Easy Way

- AuctionAnything.com is a fully hosted, web based auction system
 - No hardware to maintain
 - No software to install
 - No technical knowledge needed
 - The system has been developed for the web novice to use effectively with all point and click tools

Benefits of AuctionAnything.com

- Branded auctions deliver your message to your listeners/viewers.
- Branded auctions yield higher bids than non-branded ones due to the trust factor
- In a fully hosted environment, your site benefits from on-going system development at no additional charge.
- The flexibility of the auction system lets you have one format for your Holiday auction and quickly change to a different format for your Art auction.
 - You are not bound by software constraints.

Benefits of AuctionAnything.com

- 10 years experience in the online auction world
- AuctionAnything.com only delivers online auctions giving you a focused staff of experts.
- The pricing format is straight-forward with no hidden or back end charges.
- AuctionAnything.com's diverse client list includes Fortune 500 companies, public broadcasting, schools, charities and more.



Pricing

- One Time Site Setup Fee of \$495*

(Sites that were launched as independent sites through NKP & Associates will not incur the site setup charge)

- Event Hosting Fee of \$795

- Includes 100 Auction Listings

- Each Additional Listing over 100 is \$4.95

- No Commissions Ever

AuctionAnything.com knows that a \$5,000 item requires the same amount of support as a \$5.00 item. The company does not believe that you should be penalized for your success by having to pay a higher service fee for receiving higher bids.

Potential Return

- AuctionAnything.com's fees generally amount to approximately 1.5-3.0% of the final amount raised.
 - If you have 200 items with your fees would be \$1,785. Based on the 3.0% formula above, if trends were consistent, estimated return would be about \$60,000.
 - Please note, if in the 200 items you only have \$30,000 worth of items at retail price, you can estimate that your amount raised will be between \$18,000 - \$20,000.
 - General statistics show that broadcast auctions sell between 85-90% of the items listed with a return on estimated retail value of 65-75%.
 - Typically broadcast auctions have an average final sale of between \$250 - \$300 an item.

The Hidden Return

- A vast majority of the participants in the auction are not currently members of your station.
- About 40% of the businesses supporting the auction have never done underwriting with your station.
- Another 20-30% have not done any underwriting within the last 12 months.
- Online Auctions generate revenue from the event without cannibalizing other revenue streams and create lead opportunities for other revenue departments.

Who has used AuctionAnything.com?

- All auctions run by Nancy Kruse and Partners utilized the AuctionAnything.com platform, including the National Auction.
- Other PBS & NPR Stations utilizing AuctionAnything.com directly.
 - WMHT
 - Maryland Public Television
 - Connecticut Public Broadcasting
 - WPLN
 - KPBS
 - KQED (event scheduled for 8/18/2005)



Contact Info

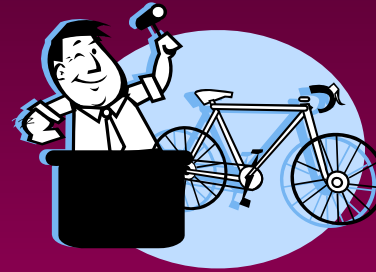
- Chris Mayr

Sales / Marketing

Direct Line: 407-737-0893

Email: cmayr@auctionanything.com

Web: www.auctionanything.com



Why Benefit Events?

Why Online?

If you already do a traditional auction fundraiser, every important task is addressed and made easier or more successful: registration, ticketing, cataloging, bidding, and auction administration. Visibility, marketing, promotion and enthusiasm is supported and enhanced. If you do not currently raise money via an auction, the ability to create virtual auction events of any size, at any time, represents a new income stream for your organization. In-kind donations can be accepted and pro-actively solicited. Online auction infrastructure converts in-kind donations to operating funds. It is frequently the case that potential donors have goods and services they will generously contribute, even when cash is in short supply.

It's important to emphasize that your auction event, whether on or offline, is a key method for building and motivating your community. Any online event marketing is inseparable from the promotion of other opportunities for giving and involvement that are accessible on your website.

Why BenefitEvents?

BenefitEvents has ten years experience in custom e-commerce solutions, seven years providing auction solutions, and, for the past six years, we have dedicated our efforts to providing nonprofit organizations with e-fundraising infrastructure. Our auction platform has been developed in ongoing exchange with our clients: nonprofits in all sectors, across the US. Our experience enables us to be actively engaged in the planning and strategy for your event, and to offer unlimited support, at no charge. Our proprietary software is customizable to address any auction scenario. Our e-fundraising infrastructure is available 24/7 for any initiative.

Why not eBay?

It's true, eBay is ubiquitous! And if all you want to do is auction off a single item for which you have absolutely no audience within your community, eBay is a good place to seek a buyer. But, to address your needs with respect to community and member development, event creation and management tools, customer support and consultation, custom design, and privacy, you must use a custom platform. Period!

- **eBay does not share bidder information with you -- all development and community building ambitions for your event go unrealized**
- **Private and/or Password protected auctions are not supported**
- **eBay does not allow food or wine items to be auctioned**
- **eBay is a one size fits all solution, Benefit Events is couture!**

FEATURES

BE

eBay

- Event Consultation & planning
- Dedicated support staff
- Custom design & bid protocols
- Custom Registration
- Password protected events
- Event software integration
- Complete bid/bidder reports



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Custom Auction Registration

BenefitEvents: Secure Bidder Registration - Mozilla

REGISTER to BID SIDWELL FRIENDS 2004

The online **registration form** is used to submit the information necessary to approve and confirm your participation as a bidder. All information you submit, below, is securely SSL encrypted by **VERISIGN**, and is stored with 512-bit encryption.

Upon confirmation, you will receive - on screen - a **Bidder ID #**. This **ID #** is linked to your e-mail address and identifies you as an approved bidder.

The information you provide is not shared with any other parties - you are assured of complete privacy.

PLEASE ENTER THE FOLLOWING INFORMATION:

FIRST NAME

LAST NAME

MAIL ADDRESS

CITY

STATE/PROVINCE

ZIP/MAIL CODE

COUNTRY

HOME PHONE

WORK PHONE

E - MAIL

School or Organization Affiliation

Relationship to School:

Other, please specify:

A VALID CREDIT CARD IS REQUIRED

(Cardholder name and address must match registration information)

Card Number (CC NUMBER ONLY - NO SPACES OR DASHES PLEASE!)

Expiration (mm/yy) MC V ONLY

Please keep me informed about upcoming public auctions on BenefitEvents.com

CLICK TO SUBMIT REGISTRATION

Auction Example

ExtraOrdinary

AUCTION OPENS 10/7/2001 12:00 PM - CLOSES 12/8/2005 6:30 PM

Click on Item# or Image to Bid or to View Item Details

ITEM #	DESCRIPTION	Value/Min. Bid
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1238A

Vacation in a New Time and Place



A new approach in relaxation. Seven days and 6 nights by the beach on an asteroid of your choosing. Incredible views of the mother planet. Enjoy 24 hour moonlight and astro surfing under the guidance of experts. Food from the Gods (well, of course, you're closer to the source aren't you?). Selected blackout dates vary as a result of sunspots and

intergalactic politics. May be used until next millennia by consanguinous relations.

Donor: **A Friend**

\$8000/\$800

current bid = \$18517
bidder# = 18517

1255

A Meal You Will Never Forget



A meal fit for a King. And that's why you will never forget it! Because first you will be crowned King (with the Queen of your choice) of the tiny Pacific island republic of NoGoo (NoGoo Chamber of Commerce). Once you are crowned the feast begins and you will be regaled with 7 days of wine, food, song, dance (the native costumes are known

worldwide) story-telling and feats of strength. At the conclusion of the feast the deposed King will challenge you to a winner take-all arm wrestling contest. So get in shape. Date available, the first day of the Lunar New Year.

Donor: **Artesemia Restaurant and Exotic Travel Group**

\$30000/\$10000

current bid = \$88000
bidder# = 18428

Auction Example

[\[enlarge image\]](#)



Lot #: 1238A
Title: Vacation in a New Time and Place
Donor: A Friend
Minimum Bid: \$800
Retail Value: \$8,000

ExtraOrdinary

CLOSING December 08 @ 6:30PM

Lot# 1238A

Current High Bid \$ **18,517**

Bidder #18517

[Add to MyAuctions](#)

Increment: \$500 Next Bid: \$ autobid?

[Close Window](#)
[log in](#)

BenefitEvents Auction Clock 7:13:41 PM

Benefit
EVENTS

WHITNEY



BOMB MAGAZINE

TRINITY SCHOOL

WORLD MONUMENTS FUND
WORLD MONUMENTS WATCH
List of 100 Most Endangered Sites



SoHo
PARTNERSHIP

MAKE-A-WISH.



WGBY

Sidwell Friends School



Monday, July 24, 2006

WHAT ARE THEY SAYING?

Linda Raclin, Aidan Montessori, School Wash. DC

"Our online auction was a fabulous success. We had the highest attendance ever at our live event. Parents were relieved not to spend the evening entering bids. We were thrilled with the online experience, with BenefitEvents and hope to do it all over again."

Susan Guilfoyle, Branson School Ross, CA

"We did our first online auction 2 years ago. We had many complications and glitches with our first provider. We were very lucky to be connected to Benefit Events. They provided us with excellent service and the program worked flawlessly. We plan to use them again next year."



WHAT ARE THEY SAYING?

Matthew Zaklad, The Boston Consulting Group

"Thanks to Benefit Events, the BCG New York auction was a huge success. Your system allowed us to maximize participation (over 70% of the NY office participated), market the lots effectively, raise substantially more than projected and minimize overall complexity of the event. I have been conducting live and silent Charity auctions for 4 years and thanks to Benefit Events, this auction was the most successful I have conducted.

I appreciated the flexibility you allowed us our customizing our auction site and the ongoing support your company provided from set up, to management through auction close. I am impressed by the system you have developed and have recommended it to a number of other corporates in the New York area. You have helped BCG realize how to harness the power of the auction to raise funds for our charitable causes. We look forward to partnering with Benefit Events in future auctions.

Once again, it was a pleasure working with you. Thanks for making our auction a success."

Budget

Benefit Events Auction

Our fee is equal to 10% of the total online bids up to \$50K and 5% above that amount (further discounts for high \$ auctions are offered). This fee includes all online auction hosting, custom design and unlimited customer support. There is no minimum or set-up fee. A deposit corresponding to 50% of anticipated fees is requested with each new contract.



Next Steps

OK! Where do I start?

You begin by signing a client agreement. We like to schedule new clients 3-6 months in advance of their event date, especially with the seasonal nature of traditional events. For most online auctions, in reality, it is often a decision made late in the planning stages, and we are happy to get you up and running as fast as necessary. Typically, we like to have most cataloging completed within 2 weeks of opening of online viewing or bidding; and customization of the various auction related pages (i.e., Registration, Conditions of Sale) completed 4 weeks in advance. Please contact us with any questions.



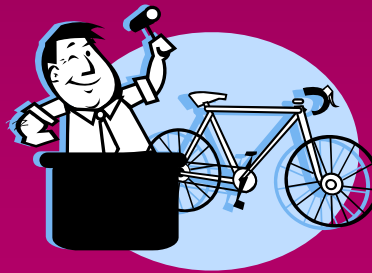
Background

James Wintner

Jim Wintner is the president and founder of BenefitEvents.com. BenefitEvents has been providing nonprofits with online fundraising services and strategies for 6 years. BenefitEvents has clients across the US and in all areas of nonprofit and charitable activity.

Jim has an undergraduate degree in electrical engineering from Rensselaer Polytechnic Institute, and had done graduate study in Urban Planning at Columbia University, as well as architectural studies at Pratt Institute and the Architectural Association in London.

In addition to his work with BenefitEvents he publishes limited edition books as JHW Editions and curates and directs two websites for the fine arts: Colophon Page for limited edition books (www.colophon.com) and PhotoArts (www.photoarts.com). Jim is on the board of MidGetDance and is an advisor to Portals of Wonder.



Contact Information

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