



RAI is dedicated to the concept of providing funding at the grass roots level. The program is at no cost to the non-profit and provides the potential for significant additional revenue. At RAI we understand that your relationships with your members and donors are critical. Our professional staff can greatly increase your ability to positively connect with your supporters. Below is a brief description of our services, partnership relationships, and marketing philosophy.

## **Services Provided at No Cost**

- 1) **Non-profit funding**
- 2) **Real Estate Agent Referral**
- 3) **Marketing Services**

## **Partnership Agreement**

### **1) Our Responsibilities**

- a) Provide funding for direct marketing support
- b) National press releases to announce and promote the alliance
- c) Social media distribution
- d) Develop email drip campaigns
- e) Monthly marketing meetings to adjust the campaign

### **2) Non-Profits Responsibilities**

- a) Disseminate RAI message once a week through the non-profits social media outlets.
- b) Integrate a RAI link into the non-profits website (optional)
- c) Link non-profit & RAI social media accounts
- d) Work with RAI to develop & approve marketing material
- e) Online or face-to-face meeting with RAI Marketing (twice during the first month & then once a month)

## **Marketing Philosophy**

- 1) **Long term approach (6 months or more)**
- 2) **Maximize non-profit exposure**
- 3) **Mutual agreement on all marketing pieces**
- 4) **Constant contact with potential donors**

For more information visit [www.RAIdonations.com](http://www.RAIdonations.com)



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