

Switch  
Your  
Spend



# FUNDRAISING PROPOSAL

[WWW.SWITCHYOURSPEND.CO.NZ](http://WWW.SWITCHYOURSPEND.CO.NZ)



# WHAT WE DO

---

I'd love to take this opportunity to personally invite you to join the Switch Your Spend family and to fill you in on exactly what it is we do, because I think it's pretty awesome!

Founded with a dream to make a huge difference, our social enterprise gives local kiwis the chance to redirect the profits from their everyday purchases to a good cause of their choice... Pretty neat, huh?

*"Stuff that we all use, like toothpaste and soap, that you would normally buy from the supermarket can now make a huge difference to a good cause that's personal to you."*

If you're a good cause, we want to send you money every month and help eliminate the constant fundraising efforts for your good cause, so you can focus on what you do, rather than how you're going to raise the funds you need to do it!

We can't wait to get started and encourage you to read this fundraising proposal to find out how we can help you achieve some pretty amazing things.



# HOW DOES IT WORK?

---

Each person that visits our website and elects to switch their spend is able to tell us their cause of choice and redirect 50% of the profits from their purchase straight to that good cause.

We want that good cause to be yours.

So, how do we do that?

This is where you come in. Your network, who already know, like and trust you are the exact type of people who will switch their spend for you.

So that's who you're going to be telling all about Switch Your Spend.

The only thing we'll ever ask you for in this partnership is to give your own charitable kiwis the chance to switch their spend by telling them who we are and what we do so they can support you with the money they already spend.

This could be in the form of an email campaign to your database, social media posts, Facebook Ads, Flyers, a pop-up on your website...

The point is, we need to tell your audience about Switch Your Spend so that they can switch their spend for you!

Sounds good, right?

## WHAT WE GIVE

We want to give away as much as we can to make a difference.

To kick things off, we've set our give rate at 50% of the profits, which is 12% of each sale.

Because we never want to earn more than we give.

But this is just the starting point for what we give back to good causes like yours.

As soon as we are able, our give rate will be increasing to around 80% of the profits made.

Pretty neat, huh?

# WHAT'S POSSIBLE?

---

The average amount raised per person that switches their spend is around \$6 per month.

That figure is based on our current give rate of 50% of the profits and participants switching just the 5 basic essentials; toothpaste, hand soap, body wash, laundry detergent and dishwasher tablets.

Here's what you can expect...

50-100 participants x \$6 per month = \$300 - \$600 raised per month and \$3,600 - \$7,200 per year. This is achievable for any good cause, no matter how small.

200-300 participants x \$6 per month = \$1,200 - \$1,800 raised per month and \$14,400 - \$21,600 per year. With a small amount of effort, you'll get this level of support.

500-1000 participants x \$6 per month = \$3,000- \$6,000 raised per month and \$36,000 - \$72,000 per year. Put in some good effort, and you'll raise this sort of money.

And, if you really put your mind to something, anything is possible. Engage just 1400+ participants and you can expect to raise 6 figures + per year.

For good causes with a strong following, community presence or even NZ wide support, these numbers are just the beginning.

## WE HAVE A PRETTY BIG GOAL!

For our first major milestone, we want to give away \$1 Million to your good causes.

It might sound like a huge task, but we know with your help, it will happen.

All it's going to take is just under 14,000 people switching just the 5 basic everyday products they use monthly.



# TELL TWO

Let us tell you about a pretty cool way to really spread the word and make a difference.

It's as simple as telling two people, instead of just one.

Because if you told **one person**, who told one person, who told one person, and this happened 14 times,

**14 people**

would know about Switch Your Spend.

But if you told **two people**, who told two people, who told two people and that happened 14 times,

**16,382 people**

would know about Switch Your Spend.

16,382 people switching their spend would raise almost \$100,000 per month and just under \$1.2 Million per year for your good causes.

Pretty neat, huh?

To help your supporters take part and tell two, we'll give out two flyers with each new order for them to pass onto two friends or family members.



# SUPPORTING YOU

---

Put simply - we're in business because we want to give you money so you can keep doing the awesome things you do!

Our mission is to eliminate the need for on-going fundraising in NZ's charitable sector.

How cool would it be if amazing causes like yours didn't have to worry about raising funds and could focus on the things that really matter?

The tools and support we provide you when you become one of our good causes are designed to help you get the most out of Switch Your Spend and to encourage your supporters to join in.

We have a dedicated team who can answer your questions, provide you with email templates, drafted social media posts and anything else you need to make this a success for your good cause.



[support@switchyourspend.co.nz](mailto:support@switchyourspend.co.nz)



[www.switchyourspend.co.nz](http://www.switchyourspend.co.nz)



# GOT QUESTIONS?

---

Great, we like people who want to know more.

Here are our two most common questions and answers.

## How do we get involved?

It's easy. And we've made it that way so you can focus on better things than chasing people for money.

1. Head to our website  
[www.switchyourspend.co.nz](http://www.switchyourspend.co.nz)
2. Click on the 'Good Causes' button in the top menu.
3. Scroll down the page and hit the 'Get Started' button to fill out our application form.

And that's it!

You'll get an email from one of the team to sort out a few details and then you can get started on spreading the word to your supporters!

## How and when do we get paid?

We're glad you asked, after all, it's kind of the main point of all this!

For every purchase that's made through our online store, we'll redirect 12%\* of the total sale price (excluding shipping) to your good cause. That's 50% of our profits.

We make payments on a monthly basis for sales made the month prior. So you'll receive around 12 payments from us per year, provided there have been orders that support your cause each month, direct into your online bank account.

\*If your good cause is not GST registered, we'll deduct the GST component from our donation. That'll result in a 10.2% per sale donation to your good cause.

## Any other questions?

Feel free to contact Kate directly if you'd like to know more,



[kate@switchyourspend.co.nz](mailto:kate@switchyourspend.co.nz)



[www.switchyourspend.co.nz](http://www.switchyourspend.co.nz)



# LOOKING FORWARD

---

We have some pretty big goals, and we'd like to share them with you so you can see how together, we are going to make a huge difference to good causes NZ wide.

As we've already mentioned, we'd like to give away \$1 Million dollars to your good causes as our first major milestone.

But that's just the start. After that, we'll be scaling the business and the difference we can make together starts to get really exciting.

Our longer term vision is to achieve around 50,000 people NZ wide switching their spend. That's around 1% of NZ's population.

Here's what that looks like in a dollar amount, starting at our current give rate and as we increase what we give.

**Give 12%** (around 50% of profits) = \$300,000 per month and \$3,600,000 per year given to good causes.

**Give 16%** (around 65% of profits) = \$400,000 per month and \$4,800,000 per year given to good causes.

**Give 20%** (around 80% of profits) = \$500,000 per month and \$6,000,000 per year given to good causes

*So, what are you waiting for?*

*I know we can achieve some pretty amazing things working together, and I can't wait to see your results!*

*All the best,  
Kate*

