

DIGITAL FUNDRAISING BLUEPRINT



DIGITAL FUNDRAISING BLUEPRINT AFFILIATE PROGRAM

ABOUT

The Digital Fundraising Blueprint was created as a means to educate nonprofits around the world about how to raise more money online. The creator of the course, Jeremy Haselwood, consulted with nonprofits for years and realized that many nonprofits are great when it comes to direct mail fundraising; however, a gap existed in even some of the basics when it came to digital fundraising. This course is designed with the beginner and intermediate nonprofit professional in mind when it comes to digital.

WHO THIS AFFILIATE PROGRAM IS FOR

Is this program for you? Affiliates of the Digital Fundraising Blueprint online course are primarily nonprofit consultants and fundraising agencies. These are the people on the front lines that have clients in the nonprofit sector that can benefit from learning more about digital fundraising. It can be difficult at times to explain digital concepts to clients, or perhaps even the consultant or agency account rep doesn't have enough grasp on digital to accurately explain it to clients. This course shifts that burden off the consultant and agency in a well-planned, comprehensive course.

HOW DO I BENEFIT FROM BEING AN AFFILIATE

The benefits of being an affiliate are two-fold.

1. **Commission:** First, affiliates generate 50% commission for each individual registration. The standard price for the course is \$499, so the standard commission rate is \$249.50 per registration. Naturally, if you have 20 clients, then that would be incremental revenue of \$4,990.
2. **Bundle Into Existing Services:** Consultants and agencies can bundle the course into an annual fundraising plan without necessarily including it as a separate line item to your clients. Providing this course to your clients actually provides them with a well-needed service that many are already asking for, which is helping them better grasp digital fundraising.
3. **Saves Time:** As clients become more educated on different areas of digital fundraising like email, social media, SEM, digital media, the training wheels can come off quicker when it comes to helping them understand digital.

HOW TO GET STARTED

- Signing up to become an affiliate is easy, just go to https://www.jeremyhaselwood.com/affiliate_users/sign_up. The sign-up form includes a field for your PayPal email; however, that is not a mandatory field. Once registered, you can login anytime at https://www.jeremyhaselwood.com/affiliate_users/sign_in
- Once signed up, you will be assigned your own URL where you can register individual clients for the course.
- For each client you sign-up, you will need to establish a username and password, and pay with credit card. Typically, you will use the email that your client provides you, upon which you can create a temporary password for your clients. The initial password should be emailed to your client. Your clients will have the ability to change their password once logged in. Depending on the financial arrangements with your clients, you can use their credit card to register or your own.
- Commissions are paid out to affiliates after the 30-day Risk Free grace period that comes with the course.

If you have any questions, please contact Jeremy Haselwood at 404-713-1020. To learn more about the course, please visit www.DigitalFundraisingBlueprint.com.