

Brought to you by:

BLAST-OFF-NETWORK.ORG

Table of Contents

Increase Donations in a Down Economy	2
It's Time for a Plan B.....	2
Why the Old Way Doesn't Work Anymore.....	2
What is Blastoff?	3
What Makes Blastoff Unique?.....	3
How Does it Benefit your Charity or Foundation?	3
How to Take Advantage of Blastoff as a Source of Fundraising	4
How Does it Work?	5
How Fast Will Something that is Free, Easy, and Fun Grow?	5
Revenue Potential	6
You Have Nothing to Lose and Everything to Gain.....	6
Plan B	6
More Information	6

Increase Donations in a Down Economy? With Blastoff, Yes, You Can!

It's time for a Plan B

With all bad economies money becomes less available and competition for it even more fierce.

That's why now is the time for thinking outside of the box and using new ideas that will bring in sustainable income and fundraising dollars for your organization.



Why the Old Way Doesn't Work Anymore

Many non-profits seeking donations from local businesses and individuals focus their appeals solely on the community good their programs accomplish. While people may be moved by the mission, they can't justify donating on goodwill alone - no matter how compelling.



There are hundreds of thousands of non-profit organizations in the nation, all asking for money. Most are looking for the same money, in the same places, using the same fundraising methods.

Many organizations are struggling and unable to generate sufficient revenue to sustain their present level of activity. If they stopped fundraising, the organization would die, because the fundraising activities don't feed themselves.

It's time, in this incredibly competitive environment, to think outside the box. You need to develop new methods of fundraising by using creative and sustainable sources.

Blastoff Network is that "out of the box", sustainable fundraising solution. Whatever the size, nature or location of your organization, Blastoff will open up new avenues of sustainable revenue.



What is Blastoff?



Blastoff Network is an Online Shopping Platform that incorporates customer rewards (discounts, cash-back and cash payments for online purchases) with social networking and features a fully customizable homepage of streaming news, video, and music feeds along with social networking platforms and online games.

What Makes Blastoff Unique?

Blastoff Network actually pays people back when they shop online. It offers over 400 of the top online retailers available today like Best Buy, Barnes & Noble, Office Depot, Dell, Microsoft Store, Travelocity, Avis, Starbucks and many more.

Your organization saves money because the stores will pay you cash back for everything you buy. I also allows your organization to make money each time a member of your network shops online.

Blastoff is able to offer these cash back rewards because it brings a big block of buying customers to these retailers.

The best part is it's FREE!



How Does it Benefit Your Charity or Foundation?

Blastoff Network is the right solution because of its low-risk and high-reward opportunity.

After joining Blastoff for free, your organization will receive:

- ✓ Free, fully customizable Blastoff webpage
- ✓ Access to over 400 retailers at your fingertips
- ✓ Cash Back shopping that will save you 1-15% off your purchases
- ✓ Access to social networks, news feeds, internet radio and more

- ✓ The ability to receive cash back whenever your network shops online
- ✓ Gives your organization an easy to promote income stream

Not only will your organization receive cash back of 1-15% whenever you shop through your online mall but whenever each member of your network shops online you will receive even more cash back.

With the ability to save anywhere from 1% to 15% from retailers like Best Buy, Dell, Expedia, Budget, Hotels.com, 123 Inkjets, Office Max and many more, Blastoff is an easy tool to promote to your employees and volunteers.

How to Take Advantage of Blastoff as a Source of Fundraising

To take full advantage of this extra revenue stream, the next step is to have your employees, volunteers, donors, families and friends sign up for Blastoff.

If your organization has a website you are already on your way. Your new web page also works as an invitation page for new visitors. Simply setup a link from your organizations webpage to your new Blastoff webpage.

The different ways to promote Blastoff are endless.

- | | |
|------------------------|--------------------------|
| ➤ Newsletters | ➤ Mailers |
| ➤ Word of Mouth | ➤ Social Networks |
| ➤ Email invites | ➤ & Many More |



With Blastoff Network, your organization simply encourages volunteers, employees, and anyone else to sign up for their own Blastoff web page and enjoy everything it has to offer.

The selling point that your organization can use is when they sign up and shop online they will not only be saving money on their purchases but contributing to their favorite charity.

It's a win-win situation. Your members save money shopping and contribute to your organization at the same time.

How Does it Work?

For example, your member can go to the Famous Footwear website and buy a new pair of shoes, or, they can go to Famous Footwear through your Blastoff Network site, buy the exact same pair of shoes at the same price, and get 8% cash back.



At the end of the month Blastoff sends them a check and your organization a check– it’s that easy! When they tell all of their friends and they buy online, your organization keeps getting paid! That’s sustainability!

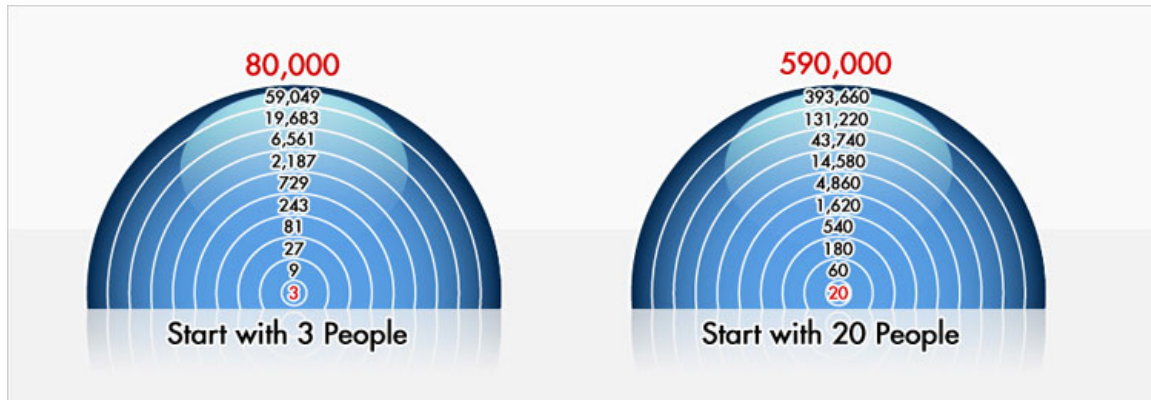
How Fast Will Something that is Free, Easy, and Fun Grow?

The Sky’s the limit!

The larger the organization grows its network, the more money the organization can make. Your Blastoff Network can extend out to 10 degrees of separation from itself. The more people the organization refers, the exponentially larger its network can become.

Let’s say the organization signs up three of its board members and each board member signs up three friends and they sign up three friends down to ten levels, the organization will have over 80,000 in their network.

Now, if the organization signs up 20 of its staff members and the organization network grows at the same 3x multiple, as above, out 10 degrees, the organization will have over 590,000 in their network!



Revenue Potential

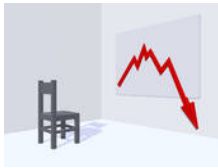
If you have 80,000 people in your network and you averaged \$.10 cash back for each member a month you would increase the organizations revenue by \$8,000 a month.

80,000 people X \$.10 = \$8,000

A \$.10 cash back reward a month is the equivalent of a member spending about \$100 a year online. And with all of the cash back rewards they offer chances are some will be spending significantly more.

You Have Nothing to Lose and Everything to Gain

Consider this carefully for a moment, because Blastoff Network could potentially be more rewarding than any of your traditional fund-raising activities.



With the economy in trouble and charitable contributions/donations declining, non-profit organizations across the country are having difficulties finding ways to raise money using traditional fund-raising methods.

Don't be left behind hoping that you can get enough donations to keep your organization alive.

It's Time for Plan B

Blastoff Network recently achieved the status of Alexa's Top 1000 most visited websites in a few weeks.

Blastoff is growing so fast that they are adding members at a rate of 100,000 people a week.

All of which is unheard of in the online world. To put it into perspective, it took Facebook 10 months to get its 1 millionth member.

The window of opportunity will close fast as word catches on.

Don't sit back and watch your organizations fundraising dollars disappear. It's time to think "outside the box" and implement Plan B.

So let's get started.

