



speek™ FUNDRAISING STARTER KIT



GENERAL INFO



speek™ shouldn't advertising be a conversation?



Give your organization a whole new voice.

So, your organization has big plans, important goals and willing volunteers and members of the community. The last element you need? The financial resources to really make things happen. You could use traditional fundraising methods, like events or sales drives. But what if you could get a consistent funding stream that involved everyone connected with your organization in a way that was simple, fun, effective and didn't require them to ask others for money?

Welcome to a new way to support your organization. Welcome to Speak.

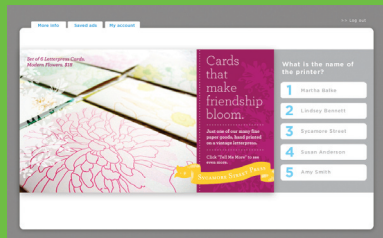
What is Speak?

Speak is changing the interaction between advertisers and consumers in a way that benefits everyone—and especially your organization. By engaging those associated with your group and encouraging them to become Speak members, your organization is given a dynamically powerful tool with unlimited ability to raise the resources that you need.

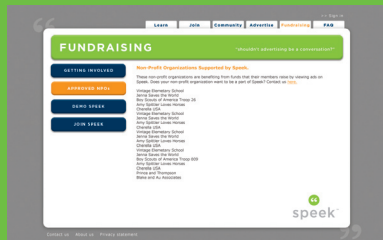
How does it work?



01. Your organization encourages its volunteers and interested individuals to sign up online for a free Speak account and create a profile all about them. During the sign-up process, they will select your organization as the one they'd like to support.



02. They then get access to their own Speak online ad viewer, where they receive advertising that is based on their stated interests and needs. They view each ad for ten seconds, answer a simple question about the product or service featured and rate their interest in both the product and the ad. For each ad they view, they are compensated and your organization receives a donation.



03. Your organization is also listed on our general list of approved beneficiaries on the Speak website—allowing you to be chosen and supported by anyone signing up for Speak.

As your network of Speak members grows, the funds gained by your organization can add up fast. It's simple—the more ads viewed by people connected to you, the more money for your organization.





How does it all add up?

The benefits of Speek add up quickly. Because of the payment structure that Speek uses, your organization not only receives \$.06 for every ad viewed by an individual that you help to sign up but also \$.01 for every ad viewed by anyone that *they* invite to Speek.. This process extends out to four people away from your group's initial sign-up.

But it gets even better: if your members can encourage the people that they invite to also select to support your organization, you can earn \$.06 for EVERY ad viewed by ANYONE connected to your organization. This means that, for relatively little effort, you can make a big impact on your organization.

Why will Speek make a difference?

With a simple application that anyone can utilize, Speek makes it easier than ever to involve people in your cause. Why?

- 01. Speek is an easy way for people to support your organization anytime they want, without any sales or solicitation of donations.
- 02. Speek allows people to get involved with your organization from anywhere in the country.
- 03. The benefits of Speek grow as more people become involved with your organization.
- 04. Beyond being a powerful fundraising tool, Speek is also a useful service for your members.

With Speek, you can overcome the shortcomings of other fundraising techniques while using your time (and the time of others) more efficiently. No other fundraising option can offer you the same impact.

How do we get involved with Speek?

It's easy. And the best part is, it doesn't cost anything. Simply complete the application in this kit and then scan and email it to us at:

fundraise@speekback.com

OR

If you want more help, just contact us (at the same email address above) and we will get you your own beneficiary coordinator.

We're excited to partner with you in meeting your fundraising goals.



FUNDRAISING AGREEMENT



FUNDRAISING AGREEMENT

By this Fundraising Agreement (this “Agreement”) entered into as of _____, 2008, Speek, LLC, an Arizona limited liability company (“Speek”), and _____ (“you” or “your organization”), agree as follows:

1. Speek assists viewers of online advertisements to designate a qualified organization (“Beneficiary”) as a potential recipient of certain funds paid by the advertisers after successful viewing of their advertisements.
2. In order to participate as a qualified Beneficiary within the Speek online system, your organization must be in good standing in the community with a beneficial purpose acceptable to Speek in its sole and absolute discretion. You must also agree to all the terms and conditions set forth in the online registration form and related policies and procedures in order to become and remain eligible as a qualified Beneficiary.
3. Subject to all eligibility requirements and terms and conditions set forth on the Speek website, you will be eligible to receive a portion of the payments made by the advertisers as a result of advertisements viewed on the Speek website by qualified viewers in accordance with the policies and procedures and rules and regulations in effect as of the date of the payment.
4. In the event that Speek is unable to effect a payment (e.g., if the bank account information and/or contact information you have provided in your Beneficiary profile is invalid), or if at any time you are in breach of this Agreement or any related policies and procedures, Speek reserves the right not to distribute any payments to you and instead to redirect any proceeds to another entity or to use or dispense with the proceeds in any manner which complies with our agreements with viewers, even if you are the Beneficiary designated for that payment.
5. You bear sole responsibility for complying with all laws, rules and regulations applicable to your activities and to your status as an organization. You agree that nothing in this Agreement is intended to cause Speek in any way to act as a professional fundraiser or fundraising counsel on your behalf.
6. You will be responsible for all sales, use, value added or other similar taxes, duties, levies, charges or assessments, if any of the foregoing are or become applicable or payable in connection with any amounts paid to your organization pursuant to this Agreement.
7. You may terminate this Agreement (and thereby cancel your participation as a Beneficiary) at any time and for any reason by providing written notice to us or by choosing to cancel your membership using the tools provided for that purpose within the Speek Web Site, if available. If you breach this Agreement at any time, you are not considered to be “in good standing” as a Beneficiary until such breach is remedied. Speek may temporarily suspend your access to the Speek Web Site in order to require you to remedy any breach hereunder. Notwithstanding the foregoing, Speek also reserves the right to terminate this Agreement at any time and for any reason by providing notice to you in accordance with this Agreement.

Beneficiary Organization

Organization Name

Contact Name Printed Title

Signed Date

Speek, LLC

Authorized Speek Representative Name Printed

Signed Date

Approved Beneficiary Information

Payment Contact Name

Payment Address

Payment Phone

Payment Fax

Web URL (if applicable)

Tax ID/EIN

Single Sentence Description of Your Organization

(This will be displayed on the site where users pick the organization they'll support. 125 characters or less.)

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