



## The Giving T: What We Do

### Create a Unique Partner Homepage and Partner Store at The Giving T.

- The Giving T will provide a unique web address that provides direct access to the Partner's "Homepage".
- The Giving T will provide a direct link from that Homepage to the Partner Store ... where your designs and products will appear for sale.
- The Partner Homepage and Partner Store will "go live" at date agreed upon by all parties.
- The Giving T will complete add, edit and change requests for designs, products or editorial content in one business day from request.
- The Giving T will communicate immediately if any add, edit or change requests cannot be executed or fulfilled immediately, so that a solution can be worked out.

### Financial Considerations

- The Giving T will create the Partner Homepage and the Partner Store, free of charge.
- 100% of the markup chosen by the Partner will be paid to the Partner (or designated charity) each month, for each and every item sold.
- Monthly Bonus: *The Giving T will donate and additional 10% on top of partner earnings when partner store exceeds \$5,000 in base price sales per month (a measurement of base price, before markup), within a calendar month.*

### Products and Pricing

- There are approximately 200 products that can be offered for sale, but it is recommended that the Partner Store is limited to approximately 20-25 items at any one time.
- Products for sale will be chosen by the Partner.
- Markup (over base price) is chosen by partner, and can be expressed in percentages or dollars. Base price plus markup will create your "for sale" price.
- Unique designs, available for a limited time or for specific fundraising events, will enhance the buyer's desire to collect, and will help drive sales.
- All products will be offered 24/7/365, except for special designs or sales with definitive end dates. Products ship directly to the customer making the purchase.



## Publicity and Selling

- The Giving T will help the Partner develop specific sales driving actions to maximize sales
- The Giving T will help develop a Social Media presence for Partners without well established SM networks, including recommended content and tools to ensure efficiency in communications.
- The Giving T will use our social media outlets (including Facebook and Twitter), E-mail mailing list, and press releases for promotion of The Giving T, the Partner Store, and the Partner Mission.
- The Giving T will provide daily and weekly sales information so the Partner can adjust sales tactics in a timely manner.

## Partnership

- It's imperative to note that we value our role in the partnership, and will listen, accommodate and maximize opportunities for all parties.
- Additional partnerships that develop as a result of this partnership will be treated with the same level of respect.

## Percentages, Calculation and Payment

- Amount of the payment will be communicated as soon as full sales results are known and verified with the Partner.
- Timing of the payment will be no later than one calendar month after The Giving T is in receipt of funds from sale.



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