



CHARITY PARTNER GUIDE:

PARTNERSHIP FOR SUCCESS

Hello! Thank you for your interest in a partnership with DoverDrive. Like you, we are deeply committed to making our world a better place. One way we do that is by giving something back to those who share our desire to make a positive impact on our community.

Here's how it works: each month we will team up with one of our local non-profit 501(c)(3) organizations to promote the sale of DoverDrive merchandise from the www.ammiedover.com website. At the end of the month, we will donate 10% of our total sales to your organization.

We're looking for authentic partnerships that will work with us to promote our sales and your organization. What's the result? Your non-profit gets the visibility it deserves.

Here's what Webster's has to say about partnership:

partnership

noun part·ner·ship \ ˈpärt-nər-ˌship also ˈpärd- \

Definition of PARTNERSHIP

1: the state of being a partner : PARTICIPATION

OUR COMMITMENT TO YOU:

Partnership Duration: One calendar month

At the end of the month, we will mail you a check for 10% of all DoverDrive merchandise sold.

Our Marketing Commitment:

Website:

1. Video: We'll record a video for the DoverDrive page that will announce our partnership for the month.
2. Logo: We'll place your logo prominently on the DoverDrive page.
3. Description: We'll feature a brief description of your organization.
4. URL: We'll link back to your organization's homepage.

Social Media: We'll conduct a campaign highlighting our partnership on Facebook, Instagram and Twitter.

Email Marketing: Your information will be listed in one of our monthly email marketing campaigns. Your logo, a brief description of your organization and a link to your website will be featured.

YOUR COMMITMENT TO US:

Partnership Duration: One calendar month

Your Marketing Commitment:

Website: List our partnership on your website.

1. Logo: Display our DoverDrive logo on your website.
2. Description: List a brief description of our partnership.
3. URL: Link back to the DoverDrive sales page.

Social Media: Engage in a campaign highlighting our partnership. The campaign should run on Facebook, Instagram and Twitter. Post partnership material* on each platform no less than once per week (total of no less than 12 individual posts).

*We will provide you with one image for Facebook/Instagram and one image for twitter.

Email Marketing: List this partnership in your email marketing campaign within 3 days of the partnership start date. Include: the DoverDrive logo, a brief description of the partnership and the URL to the DoverDrive sales page.

Remember, the more we sell, the bigger the donation you will receive!

PARTNERSHIP AGREEMENT

Organization Name: _____

Point of Contact: _____

Phone #: _____

Email: _____

Physical Address: _____

URL: _____

Facebook: _____

Instagram: _____

Twitter: _____

Brief Description/Mission:

I have read and understand the partnership agreement.

Name: _____

Signature: _____

DOVERDRIVE INFORMATION

Here is the information you'll need for all of your marketing efforts:

Website: www.ammiedover.com/shop-doverdrive

Facebook: www.facebook.com/ammiedover

Twitter: www.twitter.com/ammiedover @ammiedover

Instagram: @ammiedover

Description: Ammie Dover is the host of the show 'ammie' on the GBC. In addition to her passion for community development, Ammie helps businesses and non-profit organizations develop fundamental strategies that kick their growth into DoverDrive. She has a product line for DoverDrive that includes t-shirts, hats, mugs and other essentials that serve as reminders of your purpose and to constantly be in DoverDrive mode. A portion of this month's sales will be donated to ...