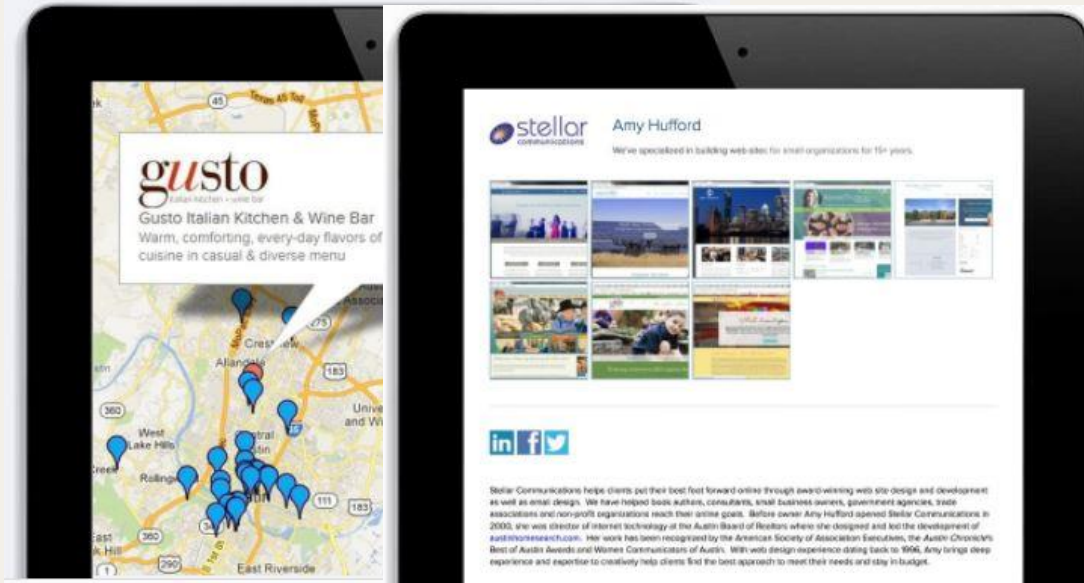


# A Unique Nonprofit Revenue Combo

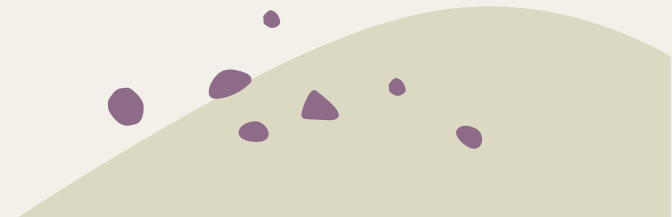


**Google Ad Grants**

+ + + + + + + + + +

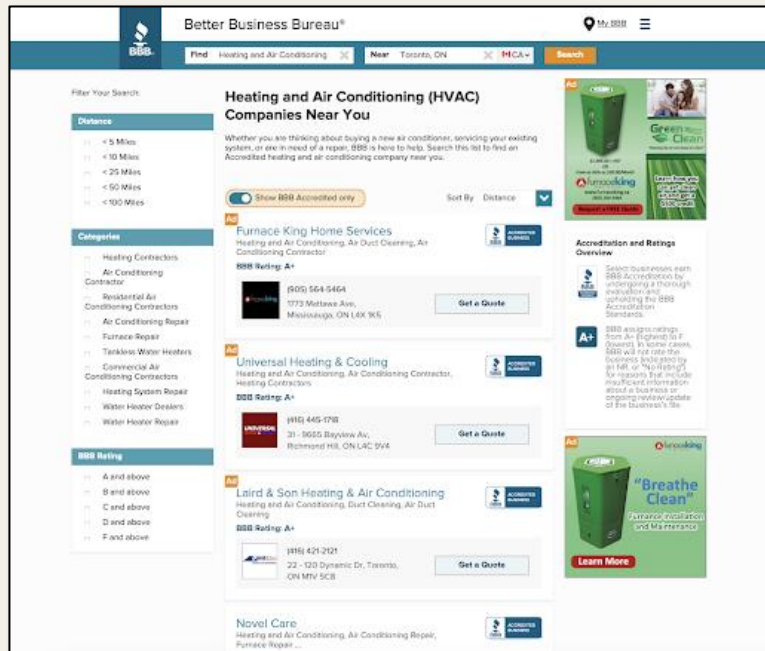


**Your Branded Paid  
Membership Directory &  
Marketplace**



# *We help you get Google Ad Grants of \$10,000 Per Month / \$120,000 Per Year.*

Then we push that traffic to a paid membership directory and marketplace that is branded to YOU.



The Program has been in effect since 2003. As far as we can tell we are the first company to see the power of the combination.

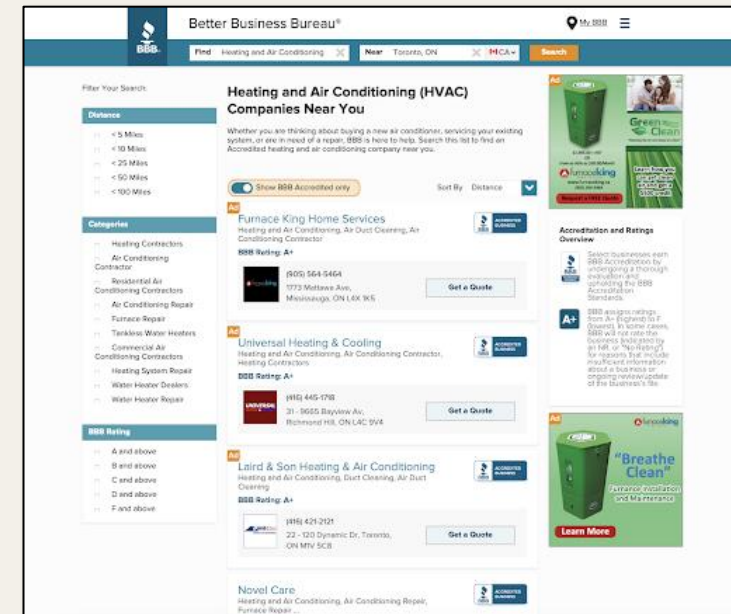
<https://www.google.com/grants/program/>

<https://support.google.com/nonprofits/answer/7348743?hl=en>

*We handle all Google Ad Grant paperwork and applications. It's a process that takes about 30-45 days.*



*In parallel we build your branded membership directory and marketplace to receive the traffic.*



# *Your Paid Membership Directory + Google Traffic = Win-Win*



Imagine your membership paying for a listing on your professional membership directory AND receiving the benefits of \$10,000 worth of search traffic coming to your site (estimated to be about 3000 new visitors a month).



---

**We handle everything with the Membership Directory, from creation, to billing to customer service, to any detail.**

***Paid Membership Directories Are a Natural Fit with Google Traffic from the Ad Grant...***

---

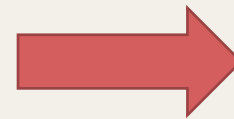
***And they make revenue every month from businesses that support YOUR organization with tax deductible subscription payments.***

***And we do all the tech. We work with you for marketing outreach.***



# Timing: How This Winning Combination Works:

Approximately 30-45 Days

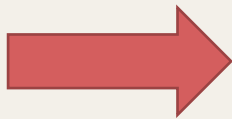


**Very Happy Members**

**New Business**

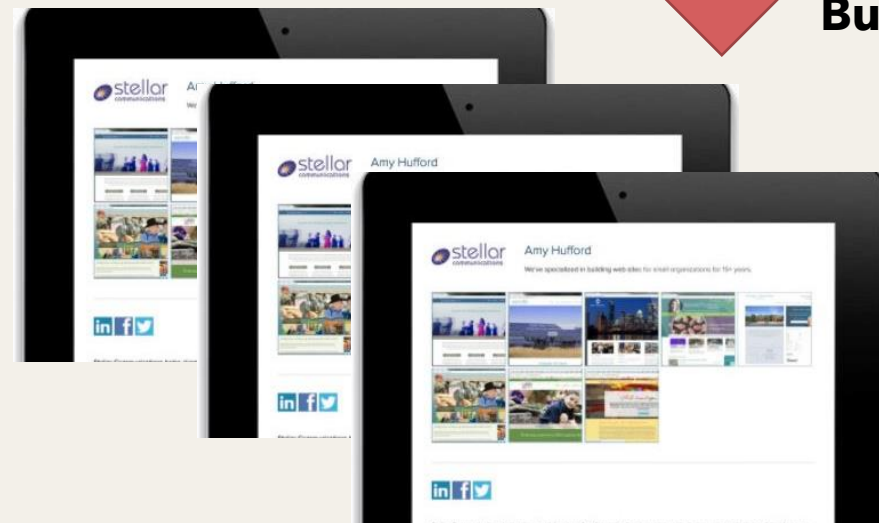
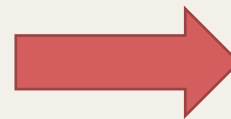


**Start Membership Directory Immediately Upon Contract**



**We work together to sell the Paid Membership Directory.**

**We provision and maintain entire process.**



# *Tracking the Money; How We Get Paid*

We receive a \$99 setup fee and then 50% of the Membership Directory Subscription Fee. In the table below we assume \$20/month for the first sale and \$100/month for the next group.

<b>Activity</b>	<b>You Expend/Receive:</b>	<b>We Receive:</b>
Agreement	- \$99	\$99
Register with TechSoup	\$0.00	\$0.00
Apply to Google	\$0.00	\$0.00
Start Directory	\$0.00	\$0.00
First Directory Sale (50%)	\$10	\$10
Google Approval	\$10,000 Ad Credit	\$0.00
Ten Directory Sales (50%)	\$500	\$500
Google Approval	\$10,000 Ad Credit	\$0.00
Twenty Dir. Sales (50%)	\$1000	\$1000
	\$10,000 Ad Credit	

We will work together to set the monthly subscription fee. We handle everything related to the Directory including updates, billing, customer service, and more. If there is a commission from our traffic sales, we split that too.

# *About ConversionRob:*

ConversionRob is a proud parent of two daughters and lives in Jupiter, Fl. His passions are SEO business and boating. He also runs an artificial intelligence consulting business focused on LATAM.

---

**Robert Merrill Fletcher, ChE**

Cell: 1.213.500.7236 ET

[Rob@ConversionRob.com](mailto:Rob@ConversionRob.com)

**LinkedIn:**

<https://www.linkedin.com/in/robertmfletcher/>





# A Unique Nonprofit Revenue Combo



**Google Ad Grants**

+ + + + + + + + + +



**A Paid Membership  
Directory & Marketplace**

