

Helping Great Causes – EM#1 - Issues

Subject:

Thinking differently about “donor value”...

Body:

Hello “first name”,

I am Daniel Stouffer from Helping Great Causes. I have proven strategies that will increase donations of up to \$1 million dollars to your charity a year. It may take 1, 2, or even 3 years for you to get there.

But we have a 5 year plan to consistently increase donations.

Jump right in and [learn more here](#).

Ever heard of Tony Robins or Jake Canfield?

Yes, Jake is the author of “Chicken Soup for the Soul”. His book sold millions of copies worldwide. It is still selling volumes every year. He created this from simple stories collected from everyday people. Interviews.

He also created other information products, teaching courses, seminars, and a massive following of other teachers. They spread his message through an institute.

He turned one book of a couple hundred pages into a multi-million dollar enterprise making millions every year.

Tony Robins did the same thing. Hundreds of other thought leaders and experts are creating massive value and revenue from converting what they know into [products people buy](#).

Helping Great Causes thinks differently about “donor value”

What I deliver at Helping Great Causes is a lot like what Jake or Tony have created from their teachings.

I partner with a select few charities that already have a good following, a valuable message, and have educators within your community or staff.

I help leverage these teaching into other information products which your community of prospective or previous donors will find valuable, i.e. buy. For example, a prospective donor may pay \$20 for an ebook, \$97 a month for ongoing training, or \$1,000 to attend an educational seminar. All derived from “knowledge” your community already has.

In return for partnering with you for promotions and product development, we will return a [full 70% of all revenues generated back to you](#) as a donation.

Want to learn more about how we partner with great causes?

We are interviewing only a select few to partner with for our next program launch. Remember, we have a five year plan and only a limited number of charities we can support.

Take a look at www.helpinggreatcauses.com to learn more. Alternatively, please just hit the “reply button” in this email. Drop your phone number and the best time when I can call you.

Take Care,

Daniel Stouffer

P.S. Remember, we deliver a **full 70% of the product sales** to your charity as a donation. We request NO financial support from you. We just need a little help spreading your message and gathering "teachable information".

Take the next step, [right here](#).

Helping Great Causes – EM#2 - Challenges

Subject:

Turning lead into gold, “alchemy”...

Body:

Hello “first name”,

Nigel Evans here again from Helping Great Causes. I sent an email the other day introducing my strategies that will increase donations to your charity, improve donor value, and help propel your message.

My plan will increase donations by \$1 million per year within 3 to 5 years...if not sooner. During my journey, I discovered a few issues I wanted to solve.

I thought deeply about your donors. I wondered if...

- They seek more involvement than just giving money.
- They want to embody your message and spread it.
- They long for a deeper connection to your community.

I thought about your charity too. I wondered if...

- Your resources are constantly being stretched thin.
- Your campaign reach and effectiveness dwindles.
- Your expense per dollar donated continues to rise.

Helping Great Causes has strategies to solve these issues and many more. The great news is I’m following well-known and effective approaches.

My roadmap is a lot like what Jeff Walker does to create massive value from almost nothing. He teaches organizations how turn perceived lumps of lead into valuable bricks of gold, aka he is an alchemist.

Why Jeff Walker Is the 400 Million Dollar Man -- And 7 Lessons You Can Learn From Him ([Forbes, 9/11/12](#))

I embody Jeff’s teaching for almost a decade now. From Forbes, “...A common man discovers how to be an independent publishing guru, creating massive amounts of content and leveraging his relationships to create over \$400 million dollars in wealth for businesses worldwide.”

You might say Jeff is the “father” of many strategies baked into “[The Roadmap for Charities](#)”. (Brendon Bouchard is also pretty awesome, too.) I quote a couple excellent lessons from his Forbes article. According to Jeff...

- **He who dares — wins:** Getting started is key....He who dares, wins...when you're starting out, you have to dare...You have to say...I'm going to change my life (...and others).
- **Focus on Your "Unique-Abilities":** You are you. You are unique. But the key is in knowing what makes you unique (...or your charity). So you must dig deep to find out. Look in the mirror and ask yourself what you do better than anyone else.
- **New World — Give First; Then Receive:** This is the core secret of what Jeff teaches that has led to massive results. He calls this "abundance juice" and it's about investing a lot of time in relationships and helping people before ever ask them for anything.

Let's make a difference together

My team and I are content development and marketing experts. I'm passionate about helping charities effectively create, market, and sell a range of "educational products" that bring great value to your community. [Download our special report](#) to explore how I do it.

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With best wishes,

Nigel.

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