

Frequently Asked Questions:

1. I can't afford much of an ad and the commission seems so small...will it make a difference? Absolutely! Most non-profits survive on the \$25 and \$50 donations they can count on each month.
2. Sounds like a nice program, but how will I know you are paying the commission you promise? The Beacon will send each participant a receipt of the commission paid to the non-profit.
3. Is the payment for my ad tax-deductible? No, The Beacon is a for-profit entity which increases the exposure of non-profits.
4. How can The Beacon afford to give 25% of the ad revenue? The Beacon's purpose is to share Faith, Family, and Community with San Antonio and surrounding areas. We firmly believe God will provide for our purpose by us giving back.



“ The Beacon was a catalyst for a significant financial donation to our ministry. God spoke to a couple who was previously unaware of our ministry but read a recent Beacon article about Daily Bread Ministries. Because of this article a seed was planted and a harvest was reaped. Thank you, and may God continue to bless your “information and inspiration” ministry to the Christian community! ”

*Seth Kuehn, President,
Daily Bread Ministries*



If your interested in reaching the dynamic San Antonio Christian marketplace with your company's message or service, while also helping your favorite ministry, then please call The Beacon today. Ask for Rosanne. (210) 379.5110

The **Beacon**
faith. family. community.

2009
NON-PROFIT
Affinity Program



Partnering With
Faith Based Non-Profits
to Develop
Unrestricted,
Recurring Revenue

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2009
NON-PROFIT

Affinity Program

Partnering With Faith Based Non-Profits to Develop Unrestricted, Recurring Revenue

- Empower your business or alumni support base to give through Display Ad purchases
- Businesses are able to give more to your organization with no extra out-of-pocket costs
- Recurring revenue can be acquired quickly, counted on, and is paid monthly

Program Overview

As a non-profit, maintaining a revenue stream of donations, grants and other funding is a constant challenge. Shifts in the economy and government policy can have severe impacts on your operating budget. Because of this, many non-profits are now seeking alternative sources of revenue to support their operations.

Non-profits are now commonly joining with the business sector in search of new revenue streams. The Affinity program offered by some merchants and credit card companies is one example of these efforts. The Beacon Affinity Program works in much the same way as these other programs. A Display Ad is bought and a percentage is paid to the non-profit as a referral commission.

25%
Non-Profit
Receives 25% of
Ad Cost to Help Fund
Their Efforts

What Makes This Program Unique:

- Our Display Ads typically generate monthly recurring revenue
- Business spend a great deal of money on Display Ads every month
- Businesses can be blessed by marketing themselves to The Beacon's demographic and contribute to your non-profit without paying anything more out of pocket
- An aggressive commission revenue % will be distributed monthly
- The program is designed to be a win-win solution for everyone. We help you and other organizations you know find the right business partners or alumni, and you receive recurring income on any purchases made

How Your Non-profit Can Earn Recurring Revenue

The program works in this manner:

- You connect or refer The Beacon with any businesses or alumni in your support network that would be interested in advertising their product or service
- We work with interested businesses or alumni to find the Display Ad that best fits their needs
- If the business chooses one of these solutions, The Beacon pays a percentage of this ad cost to you on a monthly basis
- 25% of the amount received by The Beacon will be paid back to your non-profit on a monthly basis. A non-profit can usually expect to see revenue the month after a sale occurs and will continue to receive a percentage of this revenue as long as the Display Ad continues to run

We want other non-profits to benefit as well. If you refer another non-profit to this program, we will give your non-profit a 5% override on any business brought in through your referral.

How Much Your Non-profit Can Earn

- Your organization will make 25% of Ad revenue to The Beacon
- Your organization can make 5% of The Beacon Ad revenue for any business that a non-profit you refer generates through their network

Example:

1. Your non-profit refers a restaurant owned by an alumni who decides to purchase a six month, full color 1/2 page ad to advertise their new Sunday brunch. The ad cost to the business is \$604.00 per month. Your referral commission is 25% of the \$604.00. For each of the six months The Beacon will write you a check for \$151.00
2. Your non-profit refers an individual who wants to pay for a 1/16 page, full color display ad for her favorite ministry's fundraiser, but wants the commission to go to your non-profit. The cost of the ad is \$180.00. The Beacon will write your non-profit a check for \$45.



\$604.00 AD COST
25% AFFINITY COMMISSION
\$151.00 NON-PROFIT SUPPORT

The Beacon
faith.family.community

Call Rosanne Today! (210) 379.5110

