



PWI

THE  
**ROAD**  
TO YOUR FIRST  
**\$50,000**

IN LESS THAN ONE YEAR ON THE PWI SITE

PROJECTWORLDIMPACT

If you are wondering if PWI is a good fit for you or not, or if you are already on our site, and wondering how to make the most of it, we want to give you a step-by-step walkthrough on how you can raise a minimum of \$50,000 in your first year of being on the site, just by using two PWI products - Fund and Swipe.



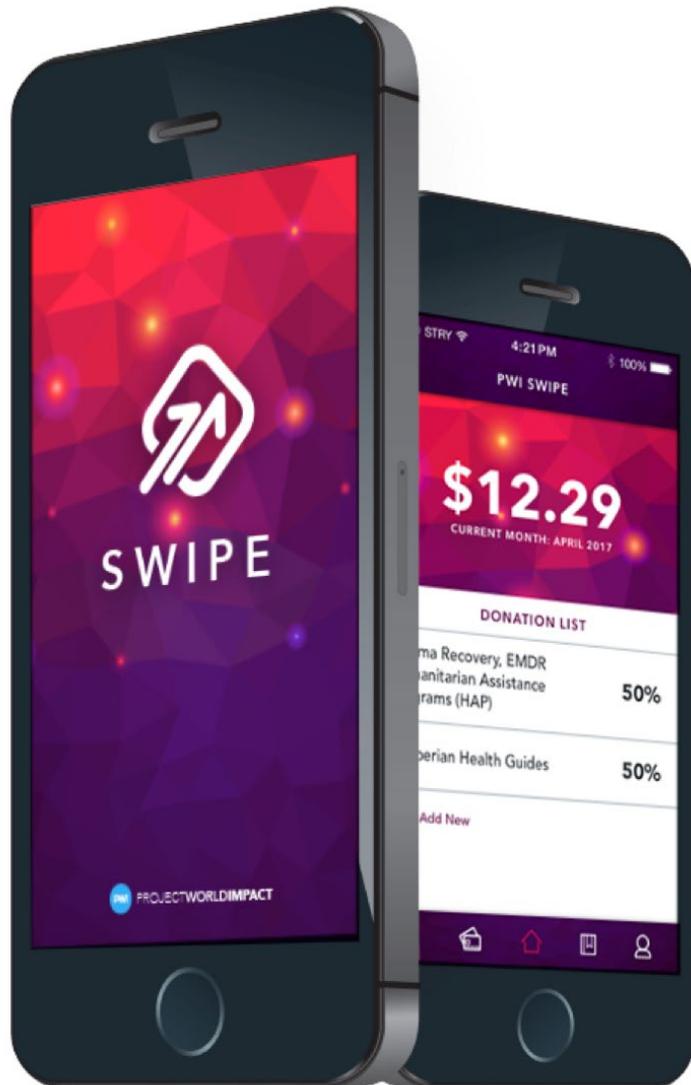
SHOPPING WITH PURPOSE

## HOW DOES FUND WORK?

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PWI Fund has partnered with over 1,800 online stores that will donate up to 25% of your supporters' purchases each time they shop online at these retailers. The average user raises around \$100 annually just by going about their normal online shopping.

Fund costs no extra money for your supporters. They just add the extension to their browser or download the app and let the companies that partner with Fund do the rest! Once your supporters sign up with Fund, they just choose to direct donations to your organization.



## HOW DOES SWIPE WORK?

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Once a user has opted-in to PWI Swipe, Swipe will round up the “leftover” change from every purchase they make and donate it to your organization. Your supporter just has to link their credit card(s) and indicate the bank account that they want their total spare change to be pulled from once a month, then they will be donating to you with every transaction.

100% of the money raised using Swipe goes to you, and the average user produces around \$360 using Swipe annually.

## THE RESULTS:

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If you have 109 users signed up to support your organization through both PWI Fund and PWI Swipe for one year, you will raise over \$50,000. The best thing about it is that it's easy for users and provides recurring funding for you that you can count on year after year.

Fund: 109 users x \$100/year = \$10,902

Swipe: 109 users x \$360/year = \$39,240

**Total: \$10,902 + \$39,240 = \$50,142**

Our hope is that with your existing contacts and our tools, you could exceed 100 supporters in your first year who will help take your fundraising to the next level.

## **FIVE EASY STEPS TO HELP YOU GET YOUR FIRST \$50,000**

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Now that you have full access to PWI Fund and PWI Swipe, you can start communicating with your current supporters and potential future donors. You can use the templates we've created on [resources.projectworldimpact.com/pwi-nonprofit-resources/](https://resources.projectworldimpact.com/pwi-nonprofit-resources/) to help get the word out about both of these products. Follow the steps below to use our resources and start engaging your supporters today!

**STEP 1:** Click “Learn More” next to either Swipe or Fund to view all the available resources.

**STEP 2:** Download the email templates you want to send out to your supporters.

**STEP 3:** Import the templates into your email server and schedule them to send several weeks apart so that these tools will be at the top of your supporters’ minds.

**STEP 4:** Supplement your emails with social media posts promoting Fund and Swipe to reach your audience of potential supporters.

**STEP 5:** Once you’ve promoted Fund and Swipe, communicate the impact that your supporters’ participation will have. This is specific to your organization and can help engaged users see exactly what impact their donations will have.

Finally, share your stories with us! We would love to hear how Fund and Swipe are helping make a difference for your organization.



Want to learn more about Project World Impact?

**[WWW.PROJECTWORLDIMPACT.COM](http://WWW.PROJECTWORLDIMPACT.COM)**

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