

SPARK GIVING

Helping you focus on your mission
and less on fundraising.

Why Spark Giving?

Spark Giving emerged from a friendship of two individuals, one with a background in real estate and the other from the non-profit sector. Both had a passion for supporting non-profit organizations. Together they created a platform for networking these two groups in a way that helps non-profits tap into a new stream of large donations.

Free to non-profits, simple to understand and set up, it has already generated thousands of dollars for worthy groups while also helping real estate professionals in their careers.

It is the ultimate win-win situation.

How does it help Non-Profits?

Spark Giving offers a process where a portion of a real estate professional's fee is pledged in advance to go to a specific non-profit of their client's choosing. As the donation comes from the professional's normal fee, it costs neither the non-profit nor the client a dime. Spark is compensated through the real estate professional who pays a small monthly fee to participate in the program.

Because homes are bought, sold and financed every day and they represent significant dollars, the designated amounts can be significant, lump sum donations. This represents a source of revenue that is outside of the non-profit's normal fundraising efforts and can present a steady stream through a variety of sources- supporters, friends, family, board members and employees.

Why would real estate professionals participate?

Real estate professionals are always interested in making new connections with new groups of people. By developing a long-term connection with a non-profit, they are introduced to a fresh circle of people that might have been outside of their reach.

Without having to "sell", new clients will reach out to them, and this is the best of all possible worlds for Realtors, lenders, builders, insurance agents and the like. As a non-profit, you may invite all real estate professionals in your network to be featured on your page which creates an even playing field for all, eliminating any conflict of interest.

A secondary benefit is also significant. Millennials are now often choosing to work with businesses who will give back as a part of their business strategy and the Spark Giving program has proven to grab their attention.

And finally, everyone feels good about supporting those who serve others. The professionals involved in the program enjoy the opportunity to give as much as those who will receive their donations. The donations are also tax-deductible for them.

How does the program work?

It is quite simple really. After you have located some real estate professionals who would like to participate—and we will help with that too—Spark Giving creates a custom-branded web page for your organization that spells out all of the details of the program. When one of your supporters connects with a professional on your list, you will receive the pledged donation as soon as the transaction is complete.

Spark also provides marketing support for you through social media, communication tools, and promotional efforts. It doesn't cost the non-profits a cent and it allows them to concentrate on their mission while getting past some of the fatigue of fundraising.

What's a real life example?

Northwest Youth Services, a non profit serving homeless youth, was building a new shelter and seeking to raise funds for construction. After joining the program, the head of the board for Northwest Youth Services sent her sister through

the program. Her sister was looking to move into town and chose a Spark Realtor who had pledged 20% of their fee to NWYS. Her sister bought a home with this Realtor and upon closing of the home sale the Realtor donated \$5,000 to NWYS.

How do we get started?

The Spark Giving website provides an easy-to-complete form that walks you through the simple process of signing up. It can be completed in just moments and then you're in control and ready to start inviting real estate professionals including Realtors, brokers, builders, contractors, lenders, architects, insurance agents and inspectors to be featured on your personalized Spark web page. Then you will begin promoting the program through your organization's channels to all of your supporters, volunteers, staff and board members.

The program is turnkey so once it is up and running all you need to do is keep reminding people of its value to both you and them, and then receive the specified donations to further enhance your work.



Answers to your questions.

We know how vital your work is and how hard it is to keep the vision alive when you are carrying the burden of fundraising. Both of the founders of Spark Giving have run non-profit organizations and are currently involved in real estate. We understand both worlds.



How does this work?

Can we send staff members of our non-profit and Board through the program?

Yes! Imagine if every one of your staff members and board members used the program every time they bought or sold a home, refinanced their home, or remodeled. This alone could generate a large new stream of revenue for your non-profit! And if your non-profit is wanting to purchase or sell a property this could also be sent through the program.

When we send someone to choose a professional from our page, is there an additional cost to this person?

No. There are no additional costs to the person who chooses a professional. They pay what they would already be paying (if applicable) and the donation comes fully from the professional after the transaction is complete.

Does our non-profit need to provide Spark with our database?

There is no need to provide your database to anyone. Your non-profit gets the word out to your network and Spark provides the tools to do so.

Are we limited to Real Estate types of businesses to feature on our page?

Yes. At this time Spark Giving is working exclusively with Real Estate Professionals. These businesses work by referrals and the donations can be quite large. This makes it a good pairing for our program.

How do we attract donors to our page?

You can spread the word via your social media, website, emails, newsletters, fundraisers and any other means available. We provide tools to help with this as well! Wherever you are sharing with others about how they can support your non-profit organization, you can also point them to your customized Spark Giving webpage.

How much time will we need to invest?

This is not a time intensive program. Getting into a regular pattern of spreading the word through your various forms of media is the key. We provide tools to help with this.

Why do I have to have a Real Estate Professional featured on the page to start?

The Spark program works because business professionals pledge to give an amount of their fee to your non-profit when someone chooses them on your page. You have to have at least one professional commit to do this to be able to get donations.

When can I expect the donation to happen after someone from our non-profit network selects a professional from our page?

This will vary depending on the length of the transaction. Some take weeks and some, in the case of buying or selling a home, can take months to close.

How does this benefit Non-Profits?

How does the money work?

When a non-profit organization features a Real Estate Professional on its webpage, in advance the professional determines a pledge amount they are willing to donate whenever someone finds them through your custom page and works with them to complete a transaction. Following the completion of the transaction the professional makes the pledged donation amount directly to your non-profit and is then eligible for the tax deduction.

How much money in donations can we expect?

This all depends on how well you get your page in front of your network. This is a new way for people to be able to generate potentially large donations to your non-profit. They just need to hear about it from you!

Are there any strings attached to donations?

No, there are no strings attached. You can use the donation however needed. Many professionals request to hear a story of how you are using the donation so that they can pass this on to the client. This makes for a great experience for everyone.

Is there a minimum non-profit size?

Any non-profit is eligible for the program.

Is there any cost to the non-profit to participate with Spark?

The program is free to non-profit organizations.

Concerns: Conflict of Interest, Time Investment, Costs to Non-Profits (None), Taxes

What if I have a Real Estate Professional on the board or staff? Is this a conflict?

Spark Giving actually eliminates the conflict of interest for Real Estate Professionals and non-profits. You may invite any and all real estate professionals in your network to be featured on

your page, including board members and donors. This creates an even playing field for all.

What if we have multiple Real Estate Professionals in our network? How will they feel?

With Spark you can invite them all to be featured on your page creating an even playing field and thereby eliminating all conflicts of interest. These professionals normally feel honored to be invited and excited about the process.

What if the consumer wants to use the Spark Program but already has their own Real Estate Professional?

If they are already actively working with a professional then the program will not work for them. If they would like to suggest their professional become a member of Spark they can send them to our website where the professional can sign up.

What and Why: Who is Spark, and why is this being introduced?

Is Spark Giving a non-profit?

Spark Giving is a for-profit company.

How does Spark Giving financially benefit?

Spark Giving operates on a small, monthly membership fee charged to the Real Estate Professionals. Spark also has the ability to send referrals to professionals in the network and is paid a fee by the professional when doing so. There are never any charges to the non-profit.

Why do millennials and younger people like this type of model?

Millennials are now often choosing to work with businesses who will give back as a part of their business strategy. They are looking for the win-win-win. The business wins by gaining a new client, the non-profit wins by receiving a donation they wouldn't have otherwise had, and the client wins by being able to direct the donation to their favorite non-profit.