

Mission Statement: **In-Kindness** is a network of merchant partners committed to supporting local nonprofits through in-kind contributions to annual silent auction fundraisers. We are able to maintain trust and accountability with our partners through our unique tracking system, Silent Auction Engine.

Team members: Andrew Rosenberg (Founder and CEO), Justina Shaw, Will Robinson (Senior Account Manager), Dylan Essig (Account Manager), Shea McCarthy (Marketing Director), Jenny Rosenberg (Media Relations) and Jacob Hanchar. We are business advocates bridging the relationship between local nonprofits and merchants.

Merchant: Generation X (1960-1980), concerned about increasing awareness of business, within targeted geographic area, has Generation Y / Millennial employees who value cause-related marketing, and willing to be ambassador to other merchants.

Nonprofit: Generation X (1960-1980), executive director or development director, seeking new donor base, hosts yearly fundraising event attracting high-net worth individuals and families, within targeted geographic area, and willing to become an IK ambassador to other nonprofit executives.

In-Kindness Services and Incentive:

Merchant:

- Opportunity to support your current client base and attract new customers
- Promote business for a very low cost through a silent auction contribution
- Generate buzz and earn goodwill by giving back to your community.
- Improve your business' social engagement in your local community
- "Outsource" the unpleasant task of rejecting certain requests that come through your door.
- Relationship building with local nonprofits made simple
- Receive "real" metrics about the impact of your contribution and return on investment
- Financial breakdown to help you understand the value added to your business of your contribution
- Reach thousands of potential high-income customers

Nonprofit:

- Smart opportunity to increase silent auction revenue in a simple way.
- In-Kindness takes on the often complicated work of securing items for your silent auction so that you have more time to focus on other aspects of your special event.
- In-Kindness eliminates the long hours required to develop new relationships with community merchants and the difficult or complicated "ask" for a donation.
- Items provided are not consignment and will provide a higher net profit for your organization.
- As part of your In-Kindness partnership, you are given access to In-Kindness's database of national, high-net worth donors.

Desired Packages or Items for a Silent Auction

- Experiences- paintballing, zip lining, concert, theme and water parks, rafting, boating trips
- Luxury - jewelry, spa, retreat, high-end items like shoes, handbags, suits, ties
- Services - dental, vision, catering, personal chef services, legal, landscaping,
- Wine and Dine - tour a winery, restaurant, ice cream
- Travel - vacation, air, hotel, city experience,
- Products -

- Hobby - golf course, tennis lessons or tennis court rental
- Memorabilia - sports, political
- Art - art gallery, art,

Critical Success Factors

1. Strategy
2. Marketing
3. Sales
4. Operations
5. Finance

1. Strategy

- 1.1. Design one year strategic plan for start up phase
 - 1.1.1. Host strategic planning session in November
 - 1.1.2. Develop implementation plan with milestones
- 1.2. Incorporate business
 - 1.2.1. File appropriate forms for incorporation, trademarks and charitable solicitation as a professional fundraiser in Washington D.C and Pennsylvania
- 1.3. Develop a year two –three business plan
 - 1.3.1. Recruit a MBA student from local university to write plan

2. Marketing

- 2.1. Determine marketing strategy and tactics
 - 2.1.1. Website
 - 2.1.1.1. Increase copy of website to sell and provide engagement due December 1st
 - 2.1.1.2. Develop messaging to speak to the nonprofit leader moving away from silent auctions, merchant unclear of cause -related,
 - 2.1.2. Social Media / Blog
 - 2.1.2.1. Develop a hashtag
 - 2.1.2.2. Follow / spotlight partner organizations and merchants
 - 2.1.2.3. #TuesdayGiving Dec 2nd and #ShopSmall biz Nov 29th
 - 2.1.2.4. Become an expert / voice on silent auctions
 - 2.1.2.5. Co-host Twitter chat - TwitChange
 - 2.1.2.6. Establish a LinkedIn / facebook / twitter accounts
 - 2.1.2.7. Create and post LinkedIn tips about silent auction benefits for a merchant
 - 2.1.3. Window Cling / Digital badge for merchant and nonprofit sites
 - 2.1.3.1. First draft dues Dec 1st
 - 2.1.3.2. Printing date Jan 1st
 - 2.1.4. Cause-related
 - 2.1.4.1. Create a catch campaign to celebrate partners
 - 2.1.5. Email / Phone
 - 2.1.5.1. Develop call script
 - 2.1.5.2. Evaluate the subject headings of emails
 - 2.1.5.3. Track emails using Bananatag
 - 2.1.5.4. Develop mass email list

- 2.1.5.5. Determine if next step is qtr email newsletter
- 2.1.5.6. Purchase a CRM system to track communications
- 2.1.5.7. Implement a mass communication strategy at 50th merchant
- 2.1.6. Online
 - 2.1.6.1. Develop a SEM strategy
 - 2.1.6.2. Find keywords to increase SEO, input in web page
 - 2.1.6.3. Determine if we need web banners
- 2.1.7. Business Association / Referral Program / Merchant Partner Ambassadors
 - 2.1.7.1. Gift certificate rewards
 - 2.1.7.2. Networking events with sample silent auction set up
 - 2.1.7.3. Chamber of Commerce and Business Association endorser
- 2.1.8. Media
 - 2.1.8.1. Story placement and blogs
- 2.1.9. Affinity Marketing Partnership
 - 2.1.9.1. Partnership with Meetup organizers
- 2.2. Conducting competitive assessment
- 2.3. Determining competitive advantage and value statement
- 2.4. Analyzing existing marketing materials
- 2.5. Solidifying target market
- 2.6. Determining marketing budget
- 2.7. Establish brand identity and character
- 2.8. Establishing goals, KPIs, benchmarks, and/or measures

3. Sales

- 3.1. Set sales strategy for Washington D.C. and Pittsburgh team
 - 3.1.1. Secure 250 merchants and 24 nonprofit partners by December 30, 2015. Note: In-Kindness desires commitment of a minimum of \$500 per year, \$25 per item and 12 months relationship with all merchants
 - 3.1.2. Account Manager Individual goals - a. 100 merchants confirmed by Dec 30th and b. total value of services / products secured must equal \$100,000 by Dec 30th. Note: The merchant total value of contribution minimum is \$500 and desired value is \$1,000
 - 3.1.2.1. Each month- account managers will secure 10 merchants, 2 associations starting December 1, 2014
 - 3.1.2.2. Email communications sent to 80 merchants and 20 nonprofit executives per account manager per month
 - 3.1.3. Event Management - 90% of IK items placed in silent auction sales at the minimum bid.
- 3.2. 100th Merchant Party!
- 3.3. Develop materials and database for customer relationship management
- 3.4. Establish type of items for silent auction
- 3.5. Create list of merchant associations and pitch to one association a month
- 3.6. Outline Silent Auction Engine technology / database key elements
- 3.7. Consider hiring a DC Account Manager
 - 3.7.1. Determine Silent Auction Engine uniqueness or USP
- 3.8. Outline the value added for the nonprofit and merchant

4. Operations

- 4.1. Determine if company will need space for storing items and the type of technology

- 4.1.1. Ideas generated: online auction platform
- 4.1.2. Handheld solution provided and % processing fee
- 4.1.3. Shop Small Business - Saturday after Thanksgiving
- 4.2. Develop Silent Auction Engine technology

5. Finance

- 5.1. Determine how company can gain a profit or break even analysis
- 5.2. Determine if Crowdfunding is an option

SWOT-

Strength

- low cost to run business
- providing a social good solution
- public and interactive fundraising
- value-added on both sides
- innovation
- solving inefficiencies
- job creation
- sales team
- real social benefit
- change the equation on how to spend marketing dollars
- multiplier for nonprofits
- Abundance of relationships in DC
- media savvy

Weakness

- immediate income
- collateral marketing
- resource poor
- legal challenges / regulations
- Andrew will not work full time
- we will need a process to allow us to automate communications, reports and etc
- we need to set a strategy to up-sell out current merchants / nonprofits
- we need an inventory system
- we need to create a system to allow nonprofits to evaluate real time silent auction inventory

Opportunity

- low commitment cost for merchant, In-Kindness and nonprofits
- to provide good 360
- we could work with companies like Living Social/Yelp/Groupon
- we are able to help companies market for a very low costs and connect with millennials
- recruit former account managers of Groupon and Living Social

Threat

- other websites with similar urls,

- companies like living social, yelp, andgroupon could develop a similar model
- government regulations
- nonprofits unwilling to accept revenue structure
- consignment options for silent auctions