

## Book project + Revenue sharing helps First Responders and Whole Communities

Since 1999 groups around the country have used our customizable disaster preparedness and first aid manuals to educate local communities and raise funds for local volunteers. We encourage agencies, businesses, volunteer groups, civic clubs, associations, nonprofits, youth groups and individuals to collaborate with local groups and **split the ad revenues** back so it benefits everyone.



A portion of proceeds benefit U.S. First Responders Association



The key is to bring all the various decision makers together then use the talents and resources of your **Public-Private Partners (PPP)** to do **community wide** book projects.

Up to **300 extra full color glossy** pages can be added to our 266-page [IT'S A DISASTER! book](#) so communities can personalize books with your own title, logos, maps, emergency plans, special needs data and more, then reach out to your civic clubs and nonprofits encouraging members to place ads inside books for pennies on the dollar. The money raised will purchase books **PLUS** allow you to share revenue with local responders, volunteers, American Legion Posts, Chambers, Rotarys and others as described below. (And **FSC** can help manage ads and projects for coordinators and communities as a PPP ~ visit [fedhealthsc.com](http://fedhealthsc.com))

For example...

- Partner with your city and county officials and Local Emergency Planning Committee to help decide what emergency data and messages should be added to books for public education;
- Partner with your contacts at American Legions, Chambers, Rotary Clubs, Kiwanis and other business groups (if needed) and have their members advertise in books, or collaborate with local newspapers or a college's Marketing or Advertising Clubs, and share ad revenues as undedicated cash donations back with those partners (*see examples below*);
- Encourage advertisers to give discounts, freebies, coupon and QR codes on day-to-day products and services to help incentivize people and save them money on supplies and daily needs like...
  - Groceries, toiletries, batteries, tools, toys, pet supplies, smoke and CO detectors, etc.
  - Free energy evaluations, rebate programs, discounted memberships, etc.
  - Services like roof repair, carpet cleaning, tree trimming, haircuts, daycare, dry cleaning, restaurants, movies, lodging, car rentals, etc.
- Split ad revenues between groups helping coordinate the project (*percentages can be whatever you want them to be (e.g. 50%, 25%, 10%, etc.) and given to whatever groups & agencies you decide*).

Say your community wants **5,000 books with 250 pages of color ads @ \$0.16 full page**

**Total cost to advertisers:** \$800 full page color ad / \$400 1/2-pg / \$200 1/4-pg / \$100 1/8-pg

Gross Revenue collected from ads           **\$ 200,000**           (5,000 books x .16/pg x 250 pgs = \$40/bk)

- cost of books delivered in US                **- \$ 35,000**           (20,000 x \$7.00 dlvd in continental US)

Remaining funds for distribution           **\$ 165,000**

Consider distributing funds amongst partners...

- 25% to Legions, Rotarys, etc.\*            **- \$ 50,000**           (*share a % of Gross Revenue with partners\**)

- 20% to [FSC](#), ad agency, paper, etc.       **- \$ 40,000**           (*to help coordinate ads/project + \$ as a PPP*)

Amount for project coordinators, etc.      **\$ 75,000**           (*for coordinators, first responders, etc.*)

*\*If your nonprofit or group doesn't need to partner with others, FSC could donate entire **\$125,000+** to you!*

Or for a larger community ... **20,000 books with 250 pages of color ads @ \$0.16 full page**  
**Total cost to advertisers:** \$3,200 full page color ad / \$1,600 1/2-pg / \$800 1/4-pg / \$400 1/8-pg

Gross Revenue collected from ads	<b>\$ 800,000</b>	(20,000 books x .16/pg x 250 pgs)
- cost of books delivered in US	<b>- \$ 140,000</b>	(20,000 x \$7.00 dlvd in continental US)
Remaining funds for distribution	<b>\$ 660,000</b>	
<i>Consider distributing funds amongst partners...</i>		
- 25% to Legions, Rotarys, etc.*	<b>- \$ 200,000</b>	(share a % of Gross Revenue with partners*)
- 20% to <b>FSC</b> , ad agency, paper, etc.	<b>- \$ 160,000</b>	(to help coordinate ads/project + \$ as a PPP)
Amount for project coordinators, etc.	<b>\$ 300,000</b>	(for coordinators, first responders, etc.)

*\*If your nonprofit or group doesn't need to partner with others, FSC could donate entire **\$500,000+** to you!*

- Consider doing different custom versions on large or multi-county/regional prints (e.g. **5,000** per version) to further personalize books and help reduce ad costs and options for small businesses.
- Earn **additional** revenues from ads or logos on book covers, full bleed ads, special placement, etc.
- Allow advertisers to purchase extra books for their employees and/or customers at \$7 cost delivered and those extra copies mean **free** additional exposure for all advertisers!
- Give books to chambers, advertisers, schools, Scouts, EM, Fire, Police or Health Departments, volunteer groups, churches and others to help disseminate materials to your local communities.

Realize above numbers are just examples and project coordinators can adjust ad rates, percentages, and revenue sharing amounts to whatever works best for your respective communities. And again, FSC can help manage all of this for you with your partners under a PPP – learn more at [www.fedhealthsc.com](http://www.fedhealthsc.com).

Nothing is cast in stone so be creative with this customizable program, and let us know how we can help. The goal is to generate excitement so businesses will line up every year to be involved in something so beneficial to their community ~ esp. since books and ads stay in front of people year-round. And, by offering extremely discounted ad rates, it allows all sizes of businesses to participate. Plus the public will look forward to the latest book each year that helps them save money on day-to-day products and services.

It's a true **Whole Community Preparedness program** that generously funds first responders, nonprofits, volunteer groups, civic clubs and others while helping our nation become more prepared and resilient.

As FYI, we need to print 20,000 units at a time so if your community does a smaller project (e.g. 5,000 units and up), we'll just bundle it with other print jobs. Also, our regular 266-page book has **12** blank pages that can be customized in the print process and that smaller version (and red books) are only **\$4.50** each in bulk.

Please call Fedhealth at **1-888-999-4325** to discuss your needs ... or download a free 56-page mini ebook and learn more about our revenue sharing ideas at [www.fedhealth.net](http://www.fedhealth.net) .

Stay safe,

Bill & Janet Liebsch

Fedhealth

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*A portion of Fedhealth proceeds benefit the [U.S. First Responders Association](http://www.fedhealthsc.com).*