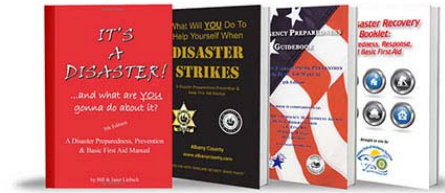


Book project + Revenue sharing = Whole Community Approach to Preparedness

For over 15 years groups around the country have used our customizable disaster preparedness and first aid manuals to educate local communities and raise funds for local volunteers. Now we want to help clarify this concept with examples, and encourage agencies, businesses, volunteer groups, faith-based organizations, civic clubs, associations, nonprofits, youth groups and individuals to collaborate with local groups and **split the ad revenues** back so it benefits everyone.



The key is for an agency, organization or individual to bring all the various decision makers together then use the talents and resources of those public-private partners to do **community wide** book projects.

Fedhealth's upgrade option allows groups and communities to add 48 to 288 **extra full color glossy** pages (for a total of **300 customizable 5-3/8" x 8-3/8" pages**) that can be added to our 266-page **IT'S A DISASTER! book**. Personalize books with your community's own title, logos, letters, maps, shelter data, emergency plans, special needs data and more, and reach out to your Chambers, Rotary clubs and other business groups and let their members place ads inside books for pennies on the dollar. The money raised will purchase books **PLUS** allow you to share revenue with local emergency management offices, first responders, volunteer groups, Chambers, Rotaries, ad agency and others as described below.

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 Chambers, Rotary Clubs and others and have them ask their members to advertise in books and share ad revenues back with those groups (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, toys, pet supplies, etc.
 - Tools, storm shutters, smoke and CO detectors, alarm systems, 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 various groups helping coordinate the project (*percentages can be whatever you want them to be and given to whatever groups you decide*).

Say your community wants **20,000 books with 250 pages of color ads @ \$0.16 full page**
(Total cost to advertisers: \$3,200 full page [4"x7"] color ad / \$1,600 half pg / \$800 quarter pg)

Gross Revenue collected from ads	\$ 800,000	(20,000 books x .16/pg x 250 pgs)
- cost of books delivered in US	- \$ 140,000	(20,000 x \$7.00 dlvd in continental US)
Remaining funds for distribution	\$ 660,000	
<i>Consider distributing funds amongst partners...</i>		
- 10% to EMA, LEPC, CERT, etc.	- \$ 80,000	(share a % of Gross Revenue)
- 10% to chambers, Rotaries, etc.	- \$ 80,000	(share a % of Gross Revenue)
- 20% to Ad/Marketing agency	- \$ 160,000	(maybe a % to agcy to coordinate ads)
Amount left for project coordinator(s)	\$ 340,000	(use / keep / distribute as needed)

(continued on next page)

Or for a larger community ... **50,000 books with 250 pages of color ads @ \$0.16 full page**
(Total cost to advertisers: \$8,000 full page [4"x7"] color ad / \$4,000 half pg / \$2,000 quarter pg)

Gross Revenue collected from ads	\$ 2,000,000	<i>(50,000 books x .16/pg x 250 pgs)</i>
- cost of books delivered in US	<u>- \$ 350,000</u>	<i>(50,000 x \$7.00 dlvd in continental US)</i>
Remaining funds for distribution	\$ 1,650,000	
<i>Consider distributing funds amongst partners...</i>		
- 10% to city/county EMA, CERT, etc.	- \$ 200,000	<i>(share a % of Gross Revenue)</i>
- 10% to chambers, Rotarys, etc.	- \$ 200,000	<i>(share a % of Gross Revenue)</i>
- 20% to Ad/Marketing agency	<u>- \$ 400,000</u>	<i>(maybe a % to agcy to coordinate ads)</i>
Amount left for project coordinator(s)	\$ 850,000	<i>(use / keep / distribute as needed)</i>

- 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 the 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 regions. And we can help manage all of this for you if that is of interest.

Nothing is cast in stone so be creative with this totally customizable program, and please know we are available for conference calls to help explain this opportunity to your partners, if needed (even after hours or on weekends).

The goal is to generate excitement so businesses will line up every year to be involved in something so beneficial to their community and something so affordable ~ especially since books and ads stay in front of people year-round. And, by offering extremely discounted ad rates as shown above, it allows all sizes of businesses to participate. The public will look forward each year for the latest book full of discounts and freebies from advertisers and keep this valuable tool around constantly saving money on day-to-day products and services. And consider combining your custom books with the [iEPN](#) opportunity.

Bottom line ... when communities do this project each year the public and advertisers get fresh content and discounts, and it helps fund local first responder and volunteer groups. The previous year's books are still useful since extra preparedness and first aid manuals can be kept in home, kits, boats, RVs, cars, lockers, and workplaces.

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

Please call Fedhealth at **1-888-999-4325** to discuss your needs or to request a free information kit ... or download a free 56-page mini ebook and learn more about our revenue sharing ideas at www.fedhealth.net .

Stay safe,

Bill & Janet Liebsch
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web: www.fedhealth.net
twitter: [@itsadisaster](https://twitter.com/itsadisaster)