

## **How to approach a church?**

There are many ways to approach a church about the Spiritual Water product and opportunity and they all based on who are you, who do you know, who run the church, who make a decision in the church, what type of church it is and many more... however, we came up with a special program that was tailored to for almost any church or other non-profit organization...

### ***Introducing the Spiritual Brands Fundraising Program***

## **What do you need to do?**

Well, it's very simple...

You download at ([spiritualH2O.com](http://spiritualH2O.com) >> resource >> download) a power point presentation, or a PDF printable file.

You make an appointment with the church (ask for the right person).

You arrive for your appointment before time, to show professionalism.

You do a presentation using your laptop (with the power point) or with the printable presentation (make sure to print it on quality bright paper with a good color printer, or go to Kinko's, office depot, etc to get it printed there) – there documents are a major key for successful presentation!

Explain how it works (see below).

Leave few Spiritual Water samples (variety of styles) with the person that you talk to.

Leave few brochures, Discovering Spiritual Water DVD, poster and your business card (don't leave your presentation documents, you will need them for your next presentation) – you can offer to email them a copy.

Ask for opinion, answer any question they may have (if you don't know the answer, promise to get back to them later with the correct answer), and ask when it's a good time to follow-up (unless they make a decision right there).

Follow up to close the deal.

Spiritual Water will do the rest for you...

## **How it works?**

You offer the church one of the two types of fundraising: Order Taker Fundraiser, or Direct Sales Fundraiser

**Order Taker Fundraiser:** Spiritual Brands will mail to the church full color brochures (usually one for each person who participate in the fundraiser), along with Order Forms and prices. Fundraiser participating will take orders (pre-sale) from customers and supporter (collect cash, check or credit card info) and when the fundraiser done, they will mail back or fax the order forms to Spiritual Water along with 50% check of what they collected (they keep the other 50%), and Spiritual Water will get the orders ready (packed individually for each customer and the name of the box), and ship the entire order to the church, so the customers can go to pick up the order... it's that simple to do and can raise much more money, since most orders will be a 6pk or a full case!

Direct Sales Fundraiser: Spiritual Brands will deliver Spiritual Water cases to the church (quantity will have to be determined in advance). Fundraiser participating will sell individual Spiritual Water bottles to customers and supporter (door to door, or at event) and when the fundraiser done, they will mail back Spiritual Water a 50% check of what they raised (they keep the other 50%)... this fundraiser is great for cash money and easy to raise since it's only \$2-3 per individual bottle sales.

After the church pick the fundraiser of their choice, you can offer the church to receive a FREE Spiritual Water website with their name, so anyone who want to support the church and order Spiritual Water, can do it from the church site, and the church will earn \$10 in commission for each order (case order) – commission will be paid by check to the church weekly. Church have NO SIGNUP FEE to get the website, NO Hosting fee, NO personal case order per month, No minimum orders, No obligation... website will stay active for as long as the church choose to, and we will supply the church with FREE advertising material (posters, brochures, etc)

You can use the website FREE OFFER whether they choose to schedule a fundraiser or not... the fundraiser is a great way to approach the churches (since they are familiar with the concept, but using candies, chocolates, etc) and they always having a fundraiser for different causes or events... however, you definitely want to offer the Spiritual Water program at the end as an extra FREE BONUS in any case... and that's where you will build your downline thru the church members the right way, and help the church to raise money all year long online, without any investment of money, people or time!!!

## **Here is the payout:**

You sign the church under you for FREE!

When the church does the fundraiser, we signup the fundraiser under the church and supply them with the tools or product to start (church DOES NOT get commission from case sold, however gets 50% of total sales value).

You receive commission for each case that the fundraiser sells (\$4 per case as your 2<sup>nd</sup> level).

When someone orders from the church replicate site, the church get \$10 and you get \$4 (2<sup>nd</sup> level commission).