



CORANDE PUBLISHING, LLC

4240 Portsmouth Blvd. /#216 Chesapeake, Virginia 23321

757-292-7726

Fax: 866-853-0783

Dear Organization Leader:

I would like to take this opportunity to introduce you to Corande Publishing's Free E-Newsletter Services for nonprofit organizations. Our business was established for the purpose of providing qualifying nonprofit organizations with the means to raise funds for programs, reduce operating costs, and improve communications.

With the economy struggling on all fronts, our purpose has expanded with the needs of organizations who face financial challenges during the economic crisis. As jobless rolls rise, financial resources dwindle for even the most worthwhile causes. With an increasing proportion of the population shifting to the Internet and electronic media as their "Media of Choice", our free email newsletter services provide nonprofit organizations with a practical means to engage and expand their support base while providing a continuing source of funds.

Our system is designed for ease of use, compliance with Federal "Can Spam" requirements, and requires no out of pocket expense. Anyone who can use email, can use Corande's e-newsletter system.

Please take this opportunity to review the enclosed information and consider the financial and other benefits for your organization. When you do, I am sure you will see the value of partnering with Corande Publishing for Free E-newsletter services for your organization. To further explore the potential, simply fill out and fax the enclosed "Request For Information", or complete the online version at our website: www.corande.com or email us at info@corande.com.

Cordially,

William R. (Rand) Cordle,

Founder/President

www.corande.com



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***THE FINANCIAL PROSPECTS OF AN EMAIL NEWSLETTER
PARTNERSHIP WITH CORANDE PUBLISHING***

COMPARE THE POTENTIAL REWARDS OF AN E-NEWSLETTER

Potential Monthly Newsletter Advertising Income	\$ 10,500.00
<i>*(Example Based upon 10,000 Subscribers/30 ads per issue)</i>	
Monthly Organization Revenue-Share	\$ <u>2,625.00</u>

POTENTIAL ORGANIZATION INCOME PER YEAR* \$ 31,500.00

(*A higher number of subscribers produces correspondingly higher income)

AGAINST TYPICAL COSTS OF A TRADITIONAL PRINT NEWSLETTER

<i>*1st Class Postage for 10,000 traditional Newsletters @ .42 ea.</i>	\$ 4,200.00
<i>40,000 sheets copied @ .05 ea.</i>	\$ 2,000.00
<i>10,000 envelopes @ .05 ea.</i>	\$ <u>500.00</u>
<i>Basic Production Cost per Issue/Month</i>	\$ 6,700.00

TOTAL TYPICAL YEARLY EXPENSE \$80,400.00

(Not Including Mailing Labels, Labor, Transportation, & Equipment!)

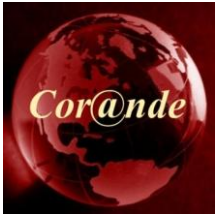
**Postage rates may vary*

THE FIGURES SPEAK FOR THEMSELVES.....

Converting from a traditional “print and postage” newsletter to an e-newsletter partnership with Corande Publishing can potentially make a **SIX FIGURE DIFFERENCE** in your nonprofit organization’s bottom line... **and the higher your number of subscribers, the more revenue your newsletter may produce.**

Submit a Request for Information today (*enclosed or online at www.corande.com*) and take the first step to create a new revenue stream for your nonprofit organization!

www.corande.com



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**Reducing Costs and Improving Communications with an Email Newsletter
A Winning Solution for Nonprofit Organizations**

Partnering with Corande Publishing to provide e-newsletters for your nonprofit organization provides the following unique advantages.

Simple Implementation

Our partners simply provide us the names and email addresses of their membership and the content they want in their newsletters in electronic format. Corande does the rest. Members receive an email invitation to subscribe to the new e-newsletter. Corande can also offer your organization with an online link for membership subscription at no cost. It is important to note that Corande Publishing and its affiliates do not share email addresses with any outside parties, and subscribers may subscribe or unsubscribe at any time.

Revenue Sharing

In addition to no cost e-newsletter services for qualifying organizations, because Corande Publishing shares newsletter advertising revenue with our partners, the net result of a partnership with Corande Publishing is the establishment of a new, ongoing revenue stream for your organization.

Improve Communications at Lower Cost

Using monthly e-newsletters for communications eliminates most of the costs associated with traditional communications and provides the added benefit of being able to communicate almost instantly across your entire subscriber base in an emergency situation. Without question, the today's media of choice is the Internet, and Corande Publishing provides your organization the tool to reach out to your supporters there.

Environment Friendly

Digital publishing is the environmentally responsible alternative to traditional media, delivering content with maximum convenience for the consumer and minimal impact on the environment. It eliminates the use of paper as well as fuel consumption required for delivery of traditional media.

Drive Member Involvement

Supporters can easily share email newsletters with like-minded friends and family members by simply forwarding the e-newsletter to them. As they become more aware of your organization's programs and services, those with an affinity to your cause will naturally become involved with your organization.

Submit a Request for Information Today (enclosed or online at www.corande.com) for more information on how your organization can profitably partner with Corande Publishing!



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FREQUENTLY ASKED QUESTIONS

Q: What would it really cost our nonprofit organization to publish a monthly e-newsletter in partnership with Corande Publishing?

A: Qualifying organizations pay ABSOLUTELY NOTHING! All expenses are recovered through revenue from “Family Friendly” advertising solicited through our relationships within the advertising industry. That revenue is also shared with your nonprofit organization.

Q: What are the requirements for a “Qualifying Organization”?

A: Subject to review and approval, generally speaking, organizations who comply with our published content policy and have the ability to generate 2,500 subscribers or more would qualify for our free services.

Q: How much can an organization save by partnering with Corande Publishing for monthly E-Newsletters in lieu of traditional “print and post” newsletters?

A: Based on a printed 4-page newsletter and first class postage, you can expect savings of approximately \$0.67 per issue /per recipient in postage and copy costs. For 10,000 subscribers, that's a potential savings of \$80,400/year!

Q: What is the fund raiser potential of an email newsletter for our nonprofit organization?

A: Advertising rates are circulation-based with ads in publications with larger circulations generating more income than publications with small circulations. Consequently, newsletters with higher subscriber rates would generate higher ad rates. Though advertising prices fluctuate and each newsletter involves a unique number of subscribers and ads, we can offer the following example:

At typical internet advertising rates, an organizational newsletter with 10,000 subscribers and 30 ads has the potential to generate approximately \$2,625 per month/\$31,500 per year for your organization.

MORE SUBSCRIBERS WOULD RESULT IN CORRESPONDINGLY HIGHER REVENUE.

Q: Your example refers to 10,000 subscribers, we don't have that many, how would we raise funds?

A: Corande Publishing will negotiate with advertisers to feature advertising in your publication in conjunction with other organizations with similar demographics, and prorate the shared revenue among the organizations based upon their individual subscriber numbers.

Q: How do we get started?

A: Simply complete the Request for Information enclosed or available online at: www.corande.com. Upon review and acceptance you will receive a copy of our Services Agreement, and additional information which will help you get off to a smooth start.



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CONTENT POLICY

It is the policy of Corande Publishing, LLC and its affiliates not to intentionally publish material, provide services, or publish advertising which, in the sole and absolute opinion of its management, is unpatriotic, anti-American, obscene, pornographic, abusive, defamatory, grossly offensive, harassing, vulgar, threatening, malicious, or is not “family-friendly” in nature.

Corande Publishing, LLC
January 18, 2009

PRIVACY POLICY

It is the policy of Corande Publishing, LLC and its affiliates not to sell, share, exchange, trade or otherwise release subscriber email or personal information to any outside business, organization, or individual(s) for any reason, unless so ordered by a court of legal jurisdiction.

Corande Publishing, LLC
Sept. 30, 2008



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REQUEST FOR INFORMATION – NEWSLETTER SERVICES

Check our website: www.corande.com for the online version of this application

or Email us at info@corande.com

This application is the first step in further exploring the benefits of a partnership with Corande Publishing and does not commit your organization in any way. Simply complete this Request and submit by faxing (Toll Free) to 866-853-0783. Upon review and acceptance you will be provided a copy of our “Guide to the E-newsletter Process” and a copy of our Services Agreement for your review. (Please Print or Type)

Organization Name: _____

Type of Organization: Non-Profit Professional Business Trade

Year Established: _____ Approximate Membership: _____

Membership List Current? Yes No

Member emails on file? Yes No

Geographic Area Served: Metro State Region National

Affiliations: _____

Description/Purpose of Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Web: _____

Contact Person: Mr. Ms. _____ Title: _____

Contact Phone: _____ Contact Email: _____

Preferred Publication Start Date: _____ (Getting started normally takes 30-60 days)

Signature

Title

Date