

Hi again. I'm Sean, your host for today's podcast that covers DollarDays' WishList, a special program created for non-profits and charitable causes to receive merchandise donations.

There are some of you learning about the WishList program for the first time. And there are some of you who are familiar with or have your own WishList, and are excited to learn about the new look of the WishList and its new features.

Before I go into the details of the WishList program, I want to tell you why the program exists. One of DollarDays' core values is giving back to the community. If you are a DollarDays Facebook fan or visit the site once in a while, you'll know that DollarDays gives \$5,000 in merchandise away each month to worthy causes that affects communities across the country. DollarDays Founder and CEO, Marc Joseph, likes DollarDays to be known as "the company with a conscience." Marc further endorses this stance with a monthly blog on Huffington Post that addresses the same types of issues—from pet welfare to homelessness to education support, and more.

Now, back to the topic at hand. How does the WishList work? DollarDays sets up a "Wish List" e-commerce website for your charitable organization. Then your organization selects what items they need for their organization or current mission. DollarDays puts these items on your Wish List website. You can change the products anytime, depending upon you current needs. You will receive your own domain name where donors can go to and purchase the items to donate to your organization. The items are shipped directly to you and the donors receive a receipt for their taxes. This program is completely free.

We have found that it's an easy way for people to contribute and ultimately, they feel good about doing it. They know that buying items wholesale stretches their donation dollars.

You can promote your WishList on your website, newsletters, email signatures, through word of mouth and anywhere you can think of to spread the word. DollarDays offers an online WishList Tool Kit to help you promote your WishList. The ToolKit contains banners, flyers, letters, press releases, tips and more. You simply download the kit and use what you need!

You're wondering about the cost of the program, right? No cost. The WishList Program is a free service from DollarDays. We build the website and ship all the orders to your door. You can see a WishList with our new design at <https://www.dollardays.com/achildscry/wishlist.html>

Let's talk about our WishList improvements. If you haven't seen the old design, then you won't have anything to compare it with. Those of you in the audience who have seen the old version can attest that the new look is fresh, clean and easy to navigate. We now offer specialized backgrounds that make your WishList draw a little more attention.

We've also added social media buttons so donors and visitors can share your WishList with their social media circles.

Another welcome change is that we have reduced the price of shipping. Shipping on all orders under \$100 is \$6.95, orders over \$100 will be 9.95 and all orders over \$399 will receive free shipping!

The WishList might just be our best kept secret, although we do have a few famous WishLists such as running back football star Ray Rice's charities and the hit Animal Planet show, Pit Bulls and Parolees, which is funded solely by donations. We invite anyone and everyone who has a charitable mission, from a church to a Girl Scout troop to a homeless shelter and everything in between.

Why should you join the WishList Program?

- It will maximize donation possibilities
- Donors know exactly where their money goes
- Wholesale pricing stretches every dollar
- Small groups of donors feel their collective power
- You will get instant help for emergency needs
- It personalizes the donation process

So, how do you get a WishList or tell a friend about it? Visit <http://dollaradays.com/aboutus/wishlist.aspx> and click on the red button "Request your WishList." You will complete some information and upload a logo. The next step I a call to you from Wes Marema, our WishList specialist. He will review your WishList, make recommendations and have your WishList live and ready for donations in as little as a day. He will help you every step of the way and will be your point of contact moving forward.

I hope you can see the value of the WishList to your organization or perhaps you know of an organization you'd like to share the WishList program with---we would love that! Many for-profit companies have a charity they donate to and set up a WishList to receive donations for it. There are so many ways to use it. Teachers have WishLists to get the supplies they need for their classrooms. Young kids who are passionate about a cause often get a WishList with the guidance of their parents or an adult----a super way to show kids responsibility and that helping others is a gift that helps the hearts of many, including themselves. Families who have lost a loved one to a disease or preventable incident, often have WishLists to help donate to help the cause or cure. The possibilities are limitless. What is your cause or passion and is a WishList right for you??

I've chosen a few WishLists and their mission statements to share with you---for a little inspiration!

### **Ray Rice Fund**

"The mission of the Ray Rice Charitable Fund is simple: To empower today's youth to become tomorrow's leaders by providing them with the tools and mentorship they need to become responsible members of the community."

### **Villalobos Rescue Center: Pit Bulls and Parolees**

VRC works ceaselessly to give Pit Bulls another chance in life. Each and EVERY dog taken in, gets spayed or neutered, and given any medical treatment necessary. We work patiently to re-acclimatize fearful dogs to the loving care of a human, so that they may eventually be adopted. In some cases, these dogs have never had a kind word or touch, and it is a slow process. After determining temperaments and compatibility factors, we begin that long search for the perfect home. The need for helping Pit Bulls in the state of Louisiana is overwhelming. Though we expected it, we never thought it would be this bad. Because we are now centrally located in the heart of the city of New Orleans (9<sup>th</sup> Ward), the never ending flow of stray and unwanted Pit Bulls has now become an everyday occurrence. Operating all of this on a non-profit budget means we always need the support of generous donors. This wish list is just one way people can help us with specifically needed items to help us care for our dogs.

### **A Child's Cry**

A Child's Cry, (ACC) a nonprofit 501©3 Charity assisting needy and disadvantaged children helping them to stay in school, increasing the means and the opportunity to achieve their dreams for a brighter future.

### **School Supply Give Away Wish List**

As a community, we supply school supplies for the children of Gary, IN. This ONE day event not only gets back packs filled with supplies but also lunch, free haircuts, distribution of fingerprinting kits by the local police, fire safety with the smoke house from our local fire department, applications for library cards and much more! Our mission is to help the children of our community start their school year with everything they need including the knowledge that WE as a community care about our children. This year we are planning for 1500+ children not including adults.

### **Union Rescue Mission Wish List**

We embrace the urban poor with the compassion of Christ, giving hope and healing for a changed life, helping them to find their way home.

That's it for today's podcast. I hope you learned a lot about our WishList program and that DollarDays is truly committed to helping others. If you have questions about the program, please email me at [sean@dollardays.com](mailto:sean@dollardays.com)

Thanks so much for listening!