

2019

# CommunityPIF Fundraising Program

& Colorado Cares Outreach & Entertainment

**GIVING**  
OPENS THE WAY FOR  
**RECEIVING**

~FLORENCE SCOVEL SHINN

Zak Clayton

Clayton Consulting & Event Planning llc.

1/1/2019



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Hello Community Neighbor,

Thank you for a moment of your time. I would like to take a moment to tell you about **Clayton Consulting & Event Planning Ilc., (CCEP), Community Pay It Forward Fundraising Program, (CommunityPIF), Colorado Cares Outreach & Entertainment.** One company, three names, one mission. Community assistance while creating a commitment to our local merchants that are willing to give back to the community they live in, by inviting a caring public to shop for goods and services and in exchange will make a donation, in your name, to a cause that has asked CCEP for assistance to raise money. These causes range from families, and individuals that have found themselves in a difficult time due to situations that are not of their own fault, children that are ill or raising money for school or church projects or trips, our veteran and first responder heroes, non-profit and 501c3 programs that offer vital services in our community, and community improvement projects.

I created Clayton Consulting & Event Planning in June of 2015 after a couple of life changing events left me unable to work a set schedule and left me with injuries that will most likely affect me for the rest of my life. I was run off the road while riding my motorcycle and left me in a ditch for close to seven hours. I was thrown into a fence, head first, and suffered multiple head, facial, and neck fractures, a brain bleed, and TBI. (Traumatic Brain Injury.) The vehicle came back to where I lay, turned off the lights, and left me there until I was found the next morning by a couple fishermen. We have yet to find the operators of the vehicle. As mentioned before, this makes a normal schedule impossible. I do not know from day to day how I am going to feel, if I will be dizzy, sick, or stable, or even be able to speak clearly and understand what is being given to me. After a three-and-a-half-year battle, I finally was deemed disabled and was given assistance to try and reform some semblance of a lifestyle that was lost.

Three months after the incident I was already stir crazy and sick of sitting around doing nothing but convalescing. On December 31<sup>st</sup>. 2014. I grabbed a friend of mine and told him that I had a desire to help others that found themselves in a situation that was like what I had been going through. This was prior to knowing the length, severity, and frustration of what was yet to come. I announced the formation that night of Biker in Distress. I wanted to find a way for people in the motorcycle world to deal with the immediate, harsh financial loss that was going to alter their lives. I wanted it to be different than anything that was out there. I wanted it to offer the help that was no longer available by the non-profits in the community that are subservient to budgets and corporate red tape. I also wanted to bring something to the most generous groups of people in the community, small business owners. The owners that look at their books everyday and wonder how they are going to be able to keep their doors open, yet still aid people in need deserve to be thanked and awarded for their kindness. These are the companies that were at my bedside when I was in the hospital, donating to the poker run that my friends put together, brought dinner to my home for my family. I had a vision, I had a plan, but I also had a board. It was the decision of the board to be responsible and extremely direct with the plan, making it very easy to pass through the scrutiny of the 501c3 paperwork. And, it worked, it passed through very quickly. It however was no longer what I envisioned. I found drive within myself and decided to take the idea I had and supersize it. I no longer wanted to just help the biker community. I wanted to create something original, grandiose, and easy to use, eliminate the difficulties of fundraising, eliminate the excuses. I resigned from Biker In Distress, and on June 6<sup>th</sup>, 2015, CCEP was born.

There has been three years of trial and error, learning and growing, and we do not plan on curtailing the expansion of our reach. We have met with and talked to some of the leading business leaders in the community and have their full support and council. We listen, and evaluate any suggestions, you can learn so much from outside vision. Clayton Consulting & Event Planning Ilc. is the mother company with two projects that fall under our umbrella.

The first we will discuss is **Community Pay It Forward Fundraising Program**, commonly known as **CommunityPIF**:

The first thing we ask you to please remember is that CommunityPIF is not designated as a 501c3, the government code given for a non-profit organization, however, we do run CommunityPIF in the spirit of a non-profit. We believe in the Wise Giving Alliance and their suggested Program Expenses for donations, that administration fees shall not be more than 35%. We will not take more than 15%. We will be able to make sure that the benefactor will

always receive the maximum donation with your participation and involvement in the CommunityPIF Fundraising Partnership. How will this work? We ask you to join us in a Driven Marketing program. What is Driven Marketing?

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CCEP will create a campaign for you and your company, ask the community to visit you for your product or services, and in return we ask you to donate a portion of pre-taxed sales to a cause that the customer has chosen from the [www.communitypif.com/eligible-causes](http://www.communitypif.com/eligible-causes). These are causes that have come to us and asked us for assistance in raising money to help support them, their families, or their mission. We have found two ways that make the program easy to use.

1. **A Percentage Program:** Works like a coupon, if you offer 10% off a meal, we can take and turn that 10% into a donation that will support the cause someone is passionate about.
2. **A Set Donation:** We have partners that are more comfortable with a set donation. For every \$10 purchased, we will donate \$1 to the cause of your choice. It still works as a percentage, but it is more plainly stated, and less, the monthly payout is easier to track ad bill.

The key is to make sure what ever you decide, please, make sure you are comfortable with it. It is our hope to have you as a partner for a long time.

We have come up with three easy to manage packages for you. We ask with your choice that you would allow us to place flyers in a highly visible location or table tents on the tables. This could only reassure that they will return to donate. This process is already implemented in multiple businesses already involved. For doing this, we will drop \$10 a month from your total bill.

The Packages are as follows;

**Silver Partner:** \$25 with Flyer Distribution access plus percentage donation commission: This option you will have your name in print added to the CommunityPIF Partnership Box that is present on all CommunityPIF controlled flyers, linked name printed on [www.communitypif.com/partnershipteam](http://www.communitypif.com/partnershipteam) page on our website, four post per month on Facebook, and your name and information plus the PIF Donation on the handouts and Colorado Cares Community Cause, Partner, & Events Book.

**Gold Partner:** \$100 per month (1/4th page ad) base price plus percentage commission This option you will have your logo added to the CommunityPIF Partnership Box that is present on all CommunityPIF controlled flyers, linked logo on [www. CommunityPIF.com/partnershipteam](http://www.CommunityPIF.com/partnershipteam) page on our website, one post per week on Facebook, your logo and PIF Donation on the handouts and Colorado Cares Community Cause, Partner, & Events Book.

**Platinum Partner:** Starting at \$75 per month base price plus percentage commission (3-month minimum) This option you will have your logo added to the CommunityPIF Partnership Box that is present on all CommunityPIF controlled flyers, linked logo on [www.claytonpif.com/partnershipteam](http://www.claytonpif.com/partnershipteam) page on our website, two posts per week on Facebook, your logo and PIF Donation on the handouts and Colorado Cares Community Cause, Partner, & Events Book. You will also get a 1/4 page add inside pages, in the Colorado Cares Community Cause, Partner, & Events Book.

	1 Month	3 Month	6 Month	Full Year	*2 Months free when Paid in Full
¼ Black & White	N/A	\$40	\$35	\$25	\$250
¼ Page	\$100	\$75	\$65	\$50	\$500
1/3 Page or Insert postcard	\$130	\$125	\$100	\$85	\$850
½ Page	\$200	\$185	\$175	\$150	\$1,500
Full Page	\$350	\$300	\$250	\$200	\$2000
2-page	\$500	\$425	\$375	\$300	\$3000

Quarterly payment arrangements are available with a \$25 charge per quarter.

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**Sponsorship Advertising:** We also depend on our great sponsors to keep our mission running. You are the reason we can keep the lights on, internet live and fuel in the vehicles. We require at least a three-month minimum for sponsorships, but donation and cash gifts are always accepted. Please note, all donations will be used for intended purpose or event and not ever personal use of CommunityPIF, our volunteers, or Partners. Bids can be placed on items at the event through the silent auctions by a CCEP agent. You can pick between the Gold & Platinum Packages. You will receive the same perks offered in those packages with the web presence appearing on [www.communitypif.com/partnershipteam](http://www.communitypif.com/partnershipteam) page on our website. We also offer sponsorships of services we offer, calendar, web pages, etc. Contact us for further information.

Once a week, we release an email blast that connects to our website, For Gold and Platinum, your logo, linked directly to either your web page, or Facebook Page. Once a year, if you sign up for six months, you will receive a half page ad in the Colorado Cares Community Cause, Partner, & Events Book for a special event or fundraiser, your choice, sign up for a year you will receive a full page ad, along with one month in the email and one post a week on our social media outlets.

### **Colorado Cares Outreach & Entertainment:**

It is the goal to have our 501c3 designation for Colorado Cares Outreach & Entertainment before the end of the 2019 year. That is because of the services that are provided by CCO&E. We ask our friends in the community for assistance in aiding families, and individuals that are in a situation that requires immediate help. Clothing, medical supplies, school supplies, furniture, housewares, toiletries and more. We will also help supply grocery and fuel cards to families.

We will also continue to put on the Colorado Cares Network and Assistance Dinners, formerly the Community Assistance Dinners. These dinners will be held every third Wednesday of the month from 5-9 PM. These dinners were created to give people an opportunity, to bring to light people in the community that need our assistance. We are making an addition to the dinners by including a free Networking Group for local business persons and volunteers of the community. This Networking group will be about sharing what your company does, goals, and services provided, and of course to meet with other professionals, and how we can assist others in the community. The first couple meetings will be led by CommunityPIF President and founder, Zak Clayton. They will run from 5:30- 7PM. This will always be held at a family friendly restaurant, so bring the kids, bring your family and friends.

**Colorado Cares Network and Assistance Dinners:** We are looking for local eateries that are willing to help us. Once again, Colorado Cares will be a 501c3 soon, but it is not at this time. To host an event, we need the following; \$75 for set up and advertising fees, or no charge with a Gold or Platinum Package. We also ask for no less than 10% Driven Donation Commission for all receipts turned in. There will be a rep from CCEP at the event until at least 8 PM. If you have joined the Partnership, these dinners will also promote our joint mission of community assistance and care, allowing everyone to know that you are a caring part of the CommunityPIF Fundraising Partners, our family.

Colorado Cares Outreach & Entertainment also aims to help our talented professionals in the community sell themselves and their outstanding talent in a community conscious manner. Musicians, authors, boxing, and MMA fighters are a few of the professionals that we are working with. Rather than taking a manager's commission, we turn it back into the community in need.

We hold special events, up to five a year. These are specific to helping causes or needs, including Colorado Cares to gather gift, grocery, fuel cards. We also hold our Chili Cook-Off and toy drive in December every year helping gather toys for Northern Colorado Hospitals. If you would like to join us in hosting an event, please feel free to contact us with your requests. We will consult in the creation of your charity events. The price will be negotiated and, yes, being a CommunityPIF Fundraising Partner will affect pricing.

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We would like to once again thank you for your time to read this material. We will be here if you have any questions. Please feel free to call with any questions, (970) 714-0490, or call me on my cell at (970) 584-6315 between the hours of 7-2 PM and 4:30-9 PM. You can also email us at [theclaytonpif@gmail.com](mailto:theclaytonpif@gmail.com).

Please make sure to check out

- [www.CommunityPIF.com](http://www.CommunityPIF.com),
- [www.facebook.com/ClaytonPIF](http://www.facebook.com/ClaytonPIF),
- Twitter: @CCEPEventsEF,
- You Tube: [www.youtube.com/ClaytonPIF](http://www.youtube.com/ClaytonPIF)

Thank you again. It is my deepest hope that you find the value in being a part of the Community Pay It Forward Fundraising Program. We are proud that we do not support a cause, we support Colorado.

Warmest Regards,

Zak Clayton

President/ Founder

Clayton Consulting & Event Planning Ilc.

What Business Advertising Expenses are Deductible?

What are Advertising Expenses?

Businesses may deduct all ordinary and necessary business expenses, including advertising expenses. But what does the broad category of "advertising expenses" include? What doesn't it include?

**Advertising** is a broad category of business expenses that includes business activities such as:

- Advertising in various media like newspapers, TV and cable, and magazines
- Marketing activities such as direct marketing.
- Online activities such as email newsletters
- Costs or producing advertising materials such as business cards, brochures, and web pages.
- Costs of advertising events such as a publicity campaign or special promotion.

You may deduct expenses for advertising your business. It's important to note that these must be **ordinary and reasonable expenses** for advertising. Some examples would be printing of business cards, Yellow Pages ads, newspaper advertisements, TV and Radio ads costs (including production costs), and costs for setting up your business website.

**Expenses for promotion activities**, like sponsoring local events, special events to bring people to your business, publicity costs.

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Name of Company

Name of Contact and Signee

Best phone number ( )

Best Email

Address

Do you have a logo, JPEG or PDF

Package choice?

Sponsorship team is \$35 to any package per month. Not available for Basic Package

Yes \_\_\_\_\_ No \_\_\_\_\_

Length of Contract?

You will receive two months for free for a one-year contract, paid in full.

What is your PIF?

What is important about your company, what can we use to make you stand out?

Any other special instructions?

Name (print) of signee:

Signature:

Date:

CCEP Representative (Print):

Date:

Signature:

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Best phone number ( )

Best Email

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