



COMMUNITY PAY IT FORWARD FUNDRAISING PROGRAM

Please Join Our Fundraising Family



JANUARY 1, 2021

CLAYTON CONSULTING & EVENT PLANNING LLC. COMPANIES
www.CommunityPayitForward.us

Community Pay it Forward Fundraising strives to be the missing piece in a Referral and Networking Program using our Driven Marketing Program. Providing our partner merchants, artists, athletes, and service industries with carefully crafted marketing to support, strengthen, and creating a lost stability to our community families and neighbors, kids who are sick, injured, or raising money for school or church programs, our community heroes both country and community, smaller community involved 501c3 or nonprofit programs, community sponsored and funded community improvement projects, and new small business startups. It is our mission to creating a caring, community identity by encouraging donations from the community, to the community, from within the community.



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 llc., (CCEP)**, or DBA, **Community Pay It Forward Fundraising Program, Community Dare to Care Outreach, & Events**. 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 the form of a referral fee, in the customer's name, to a cause that has asked Community Pay it Forward Fundraising for assistance to raise money and help them and their situation. 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, community improvement projects and now our friends who are looking to join the small business world.

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. They left me in a ditch for close to seven hours. I was thrown into a fence, headfirst, 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 awarded the little assistance allowed to try and rebuild 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 31st, 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 6th, 2015, CCEP was born.

There has been five 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 llc. is the mother company with two projects that fall under our umbrella.



I would like to first introduce you to **Community Pay It Forward Fundraising Program:**

The first thing we ask you to please remember is that Community Pay it Forward is not designated as a 501c3, the government code given for a non-profit organization, however, we do run Community Pay it Forward 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 20% of the donations given by your company through the sales generated. We will be able to make sure that the benefactor will always receive the maximum donation with your participation and involvement in the Community Pay it Forward Fundraising Program.

How does this work?

We ask you to join us in offering a referral fee for directing people looking for your specific product or service in what we call the Community Pay it Forward Driven Marketing program. This means that every dollar that you offer as a referral, we provide a donation to the communitypayitforward.us/choose-mission-causes-families of your customers choice. \$.80 goes to the intended destination. What is Driven Marketing? Community Pay it Forward will create a campaign for you and your company, ask the community to visit you for the service you provide. The giving community will visit you because of your generosity and have agreed to aid people in the community needing assistance in raising money to help support them, their families, or their mission. All we ask of you in return is to donate a portion of sales to a cause that the customer has an active and heartfelt interest in supporting.

We have a variety of different merchant partners who are joining us. And we have two important rules when it comes to our merchant partners; the first is we ask that you share with all your friends, family, and business companions the good work we are doing together. The second, and the most important is that you choose a donation that is custom to you and that you are comfortable with. Please make sure that this is going to easily fit into your budget and not cause any disruptions or discontent. With the help of current partners, we have found out that these are the two most popular ways for this to work:

1. **A Percentage Program:** 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. Example: 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, the monthly payout is easier to control.

The key is to make sure whatever 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 four, 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 involved.

The Community Pay it Forward List is a referral listing that will be linked straight to your company website with what makes you stand apart, reviews, BBB scores, and any other accolades your business has been awarded. If it is your desire, we will include your Driven Donation for the public to see your commitment to community improvement

We are building a contact list so we can deliver a weekly email blast that will deliver information, updates and needed news to our neighbors, regardless of where they are from, who are involved in



community giving, community strength and overall health. We ask you to utilize and add to the O'Sullivan Community Cares Blog broadening your exposure to potential consumers, customers.

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. You can pick between the Palladium, Gold & Platinum Packages. You will receive the same perks offered in those packages with the web presence appearing on communitypayitforward.us/our-great-sponsorship-partners page on our website. We also offer sponsorships of services we offer, calendar, web pages, etc. Contact us for further information.

We are also very proud to give a little extra bonus coverage to our communitypayitforward.us/veteran-hero-owned-businesses and our friends belonging to communitypayitforward.us/women-owned-business for both our fundraising partners and our sponsorship partners.

Community Dare to Care Outreach, & Events

It is the goal to have our 501c3 designation for Community Dare to Care Outreach & Events January 2022. That is because of the services that are provided by CDTC. 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 are working on bringing back the Community Assistance & Networking Dinners, 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 businesspersons 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 Community Pay it Forward Fundraising President and founder, Zak Clayton. They will run from 5:30- 9PM. This will always be held at a family friendly restaurant, so bring the kids, bring your family and friends.

Community Dare to Care Assistance & Network Dinners: We are looking for eateries throughout the state of Colorado, for now, that are willing to help us. Once again, Community Dare to Care 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, Palladium a partner's upfront cost is only \$50. 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 Community Pay it Forward Fundraising Partners, our family.

Community Dare to Care Outreach, & Events 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 Community Dare to Care 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. This year we are excited to announce the inaugural Families, Cubs, & Causes. 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 Community Pay it Forward Fundraising Partner will affect pricing.



We would like to thank you once again for your time to read this material. We will be here if you have any questions. Please feel free to contact us with any questions by email us at **networking@communitypayitforward.us** and please, feel free to call (970) 909-0751 with any questions. If we cannot get to your call, we will return a message as soon as we are available.

Please make sure to check out:

- **CommunityPayitForward.us,**
- **Facebook.com/CommunityPIF**
- **Facebook.com/groups/coloradohelpers/**
- **Twitter: [@CCEPEventsEF](https://twitter.com/CCEPEventsEF),**
- **YouTube: [youtube.com/Community Pay it Forward](https://youtube.com/CommunityPayitForward)**
- **Instagram: instagram.com/communitypif**
- **LinkedIn: linkedin.com/in/zak-clayton-lion-869779106**

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

Zak Clayton

President/ Founder

Clayton Consulting & Event Planning llc.

Our Packages

Silver Package:

Your name will be listed on the Silver Partners Page that matches your services. It will include your logo, contact information, phone number, and a linked Website and three social media outlets. We will also record a 30-minute interview with you, live on Colorado Helpers, record the video, and place it under your name placement. As a Silver Partner you are given a 10% discount for all Sponsorship opportunities.

Palladium Package:

This is our package for all who want to help but are on a tighter budget but would like additional coverage. Your name and logo will be listed on the Palladium Sponsor Page with two other Palladium Sponsors. Your services and contact information and hyperlinked web and social media pages We will be holding our 30-minute interview and posting that under your listing. We will create a slide on a video with 3 other Palladium Partners that will be ran on our pages and website. As a Palladium Partner, you receive a 25% discount on all Sponsorship events and promotional items. With the Palladium Package: \$350 Cash Payment or 4 Payments with a Saved Card at \$133 or 6 Payments at \$100 with a saved card, or \$3,500 for a Lifetime Partnership.



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*No One Needs To Go It Alone
If We All "Come Together!"*

Gold Package:

Your name and logo will be on its own page. This page will have the two other videos of other partners to also help promote what they do. These will not be any services that you provide. It comes with your services and contact information and hyperlinked web and social media pages. We will be holding our 30-minute interview and posting it on your page. We will create a video about your company and services that will be ran on our pages and website. This video will also appear on 5 other pages to further promote you on the website. Your video will be running twice a week on all our social media outlets. As Gold Partner, you receive a 75% discount on all Sponsorship events and promotional items. With the Gold Package: \$650 Cash Payment or 6 Payments with a Saved Card at \$133 or 12 Payments with a Saved Card at \$70 a month or \$5,500 for a Lifetime Partnership.

Platinum Package:

This is our best package available. Your name and logo will be on its own page. There will be no other company promoted on your page. It comes with your services and contact information and hyperlinked web and social media pages. We will be holding our 30-minute interview and posting it on your page. We will create a video about your company that will be ran on our pages and website. This video will also appear on 10 other pages to further promote you on the website. Your video will be running twice times a week on all our social media outlets. As Platinum Partner, you receive a 100% discount on all Sponsorship events and promotional items for everything but the Donation Dens Fundraisers. With the Platinum Package: \$1300 Cash Payment, 6 Payments with a Saved Card at \$230 or 12 Payments with a Saved Card at \$133, \$10,000 for a Lifetime Partnership.

Please choose your comfort level and the plan that best suits your needs, fill out the application, and join the family by visiting <https://form.jotform.com/210145098771052>

These are the Business Advertising Expenses are Deductible under the Community Pay it Forward Fundraising Program.

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.

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

You may deduct expenses for advertising your business. It is 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.





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Questions? Please write them here and bring them up as soon as we can connect. Please, set up a meeting using this link calendly.com/fundraising-program/30min, or call us at (970) 909-0751 for the answers.

Zak Clayton/ Founder/ CEO

www.CommunityPayitForward.us

(970) 909-0751

www.communitypayitforward.us/lets-talk

networking@communitypayitforward.us