

Welcome to World Change Now

The website was predominantly designed to assist you to raise money for your charity or worthy cause. In the process we hope that the donors have some fun, get a chance to express their creativity and imagination and get some feedback, recognition and rewards.

That seems like a complex series of objectives to achieve and of course your first question is going to be **what do we need to do to be part of it?**

We know that no-one will believe us but you really don't have to do anything. In fact we can run the whole process without you even being involved and you will still get some money at the end of it.

But, it will work more effectively if you get involved. For some of you that may be limited. That is quite ok. For others, you may have extensive networks that you can use to get people involved in the donation process.

But we are jumping ahead. The first thing to do is have a good look around the website (www.worldchangenow.com) and in particular watch the video "How to get started NOW". This will explain what the website is about and what we are hoping to do.

From your perspective what World Change NOW is going to do is run a monthly competition that entrants pay an entry fee to be part of. That entry fee is then divided up into donations, prizes and administration. The key to the website is that the three areas above are based on a variable percentage. As the entries increase the percentage of money that goes into donations is increased. At present this will exceed 50% of the total but we hope to be able to raise this percentage over time as we understand the business model better and recover our initial setup costs.

A key part of the competition is that at least two charities or causes will be involved. The amount of money that each charity or cause receives at the end will be determined by the public who as well as voting for the winners of the competition vote for the charity or cause that they would like their money to go to. Part of our process is to give the charities and causes a space and opportunity to

advertise themselves and provide links to their own websites and other associated links such as blogs, facebook etc. We do all of that for free. In fact it is our intent to follow up each charity or cause involved to see what they are trying to achieve, how they are doing that and any other information that the general public will be interested in. This will include interviews, audio reports, video, blogging, Twitter and Facebook.

We can also host a competition for your organisation. For this service we will charge you an appropriate administration fee.

We hope to be able to tailor a competition based on the organisations involved or a current theme or cause which is relevant. This is one of the intriguing challenges for all entrants as the competition theme, mode of presentation (eg short film, story etc) will be unknown until the start date.

So in summary you get free advertising, donations and the ability to express your goals, mission and current projects to a vast internet audience. What does World Change NOW expect from you? It is hoped that you use whatever networks you have to advertise the competition you are involved in so that people are encouraged to enter. It doesn't matter to us if that is not a large audience or if you do not have an internet presence. It is to your advantage to get as many people involved and active as possible as it will generate a large donation pool.

It is hoped that as our exposure and presence on the internet grows we will be able to reach a greater audience than you could ever hope to achieve but it is early days and we are trying everything we can within our budget to get the maximum number of interested followers.

What NOW?

Please contact us so we can discuss the possibility of getting you involved in one of our upcoming competitions. Our contact details are on the next page. If you are going to contact us by email you can help us out by sending us all of the information shown on the form below as it will assist us to understand and verify your organisation.

World Change NOW contact details

Internet address	www.worldchangenow.com
Email address	admin@worldchangenow.com
Postal address	PO BOX 915 Woy Woy NSW 2256 Australia
Phone number	Only given to approved partners

Information that will help us to understand you

Name of organisation	
Location	
Internet address	
Contact email	
Contact person	
Phone number	
Blog address	
Verification of charity or cause status (Different for every country but proof of status will be required)	
Aims, objectives of the organisation	