

what if...

How much money does your organization need to raise this year?

What if you could easily add another fundraising vehicle that would generate contributions almost automatically — and it wouldn't cost you a dime?

What if it could keep generating more and more contributions every year?

Would the extra thousands — even millions — of dollars help you reach your fundraising goals?

Tap into millions through an **eMALL**

THE FUNDRAISER'S POWER TOOL

It's free and it's easy!



how it works

Top eRetailer Partners

1-800 Contacts	4.00%
1-800 Flowers.com	4.00%
1-800 Petmeds.com	4.80%
Amazon.com	3.00%
American Express	\$20 Flat
Apple iTunes	2.00%
AT&T	2.50%
Avon Products	4.00%
Barbeques.com	3.50%
Barnes&Noble	2.00%
Bass Pro Shops	2.50%
Best Buy	1.20%
Bidz.com	4.00%
Blair	4.80%
Blockbuster Online	\$14 Flat
Blue Nile	2.50%
Brookstone	5.00%
Buy.com	1.20%
Cabela's	2.00%
Casual Living	3.50%
Circuit City	0.50%
Coldwater Creek	2.00%
CompUSA	1.50%
dELiA's	2.50%
Dell Computer	1.20%
DisneyShopping.com	2.00%
Drugstore.com	5.00%
eBags.com	4.50%
Eddie Bauer	3.00%
Foot Locker	2.00%
Fossil	5.00%
FTD	4.00%
Gap	1.60%
Gateway	0.80%
Hallmark Cards Inc.	6.00%
Harry & David	3.00%
Hewlett-Packard	0.50%
Home Depot	1.00%
HSN.com HomeShoppingNetwork	3.60%
J. Crew	3.00%
J. Jill	2.00%
JC Whitney & Company	4.00%
JCPenney.com	1.20%
Lane Bryant	2.00%
Lillian Vernon	3.00%
Linens 'n Things	2.50%
Macy's	2.00%
Magazines.com	20.00%
MLB.com Major League Baseball	4.50%
Napster	\$2.50 Flat
NASCAR.com	2.50%

The Model for Successful eMALL Fundraising: Built, branded and fully supported – for free

Is your Non Profit so busy that you don't have time to think about new ways to fundraise? Do you often find your department short-staffed and short on funds to succeed at the one thing you need to do – raise a lot of money to help an important cause?

Now there's an eMALL that was designed to generate contributions without costing you time or money – *guaranteed!* You may have tried eMALLs before and wondered why they didn't raise the money they claimed they could. That's because simply adding a link on your web site to a generic eMALL with no support just doesn't work. Sparhawk's eMALL is unique because it's uniquely built for *your* organization and then supported with best practice marketing – absolutely free.

The Sparhawk eMALL succeeds in today's non profit environment because it requires no investment, no new equipment and virtually no staff time. We provide an entire eFundraising program *for free* with everything you need for a successful eMALL – the best in branded shopping mall technology, ongoing promotion and fresh content. With *no upfront or future costs*, our model offers a simple yet lucrative fundraising add-on to the campaigns you're already doing.

Tap into the billions being spent in online shopping

Last year, Americans spent over \$200 billion shopping online. Over the last eight years, eRetail spending has increased 800% and by 2010 online sales are expected to reach \$349 billion. By having a Sparhawk eMALL that features top Blue-Chip retailers, *you'll tap into this enormous amount of spending every year!*

With an eMALL, you'll also enable grass roots fundraising and make it possible for every Supporter to be an active contributor and activist. They'll discover how fun and engaging eMALL shopping is and how easy it is to raise money for your cause – without having to write another donation check! All it takes is for them to make *one extra* click to your eMALL before they shop online, and their purchases will generate an average 3% up to 25% contribution – adding up to thousands, possibly millions of extra dollars for your cause.

Data excerpts from US Census

U.S. population over age 16: **234,300,000**

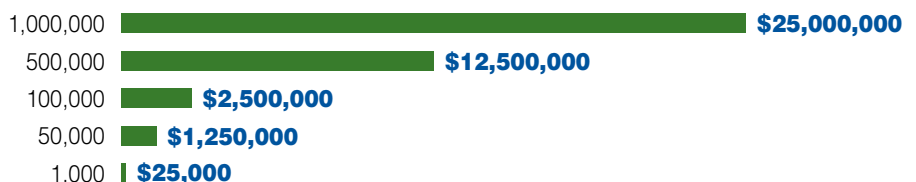
Total eRetail including travel: **\$200,000,000,000**

Online shopping value per eShopper: **\$850 (annual gross)**

Average contribution from eRetail partners: **3.00%**

Statistical annual ROI for each supporter: **\$25.00**

Statistical Annual ROI (Supporters x \$25.00)



eMALL Success

"Sparhawk is helping us at a critical time. Funding from the eMall helps us to convert research findings into clinically relevant therapies, an expensive process."

Ann Siemens

Sidney Kimmel Cancer Center

Neiman Marcus	2.00%
Netflix Inc.	\$5 Flat
NetShops	5.00%
Newegg.com	0.80%
NFLshop.com	5.00%
Nordstrom	2.50%
NORTHERN Tool + Equipment	2.50%
Office Depot	2.00%
OfficeMax	2.00%
Omaha Steaks	3.50%
OneCall.com	2.00%
Oriental Trading Company	2.50%
Orvis	2.50%
Overstock.com	2.40%
Palm	2.00%
PC/Mac Connection	1.50%
Peapod	\$5 Flat
Priceline.com	1.20%
Proflowers.com	4.00%
QVC Inc.	2.50%
RadioShack	1.00%
Real Networks	\$7.50 Flat
RedEnvelope	4.00%

What Makes Sparhawk Different?

Complete support of the best eMALL technology and marketing for free!

Sparhawk is the only company that gives you the **complete package for free** – the best in branded shopping mall technology, full marketing support and fresh eRetail content and promotions. We do virtually all the work for you so you don't have to, including:

- Build**, host and maintain your eMALL. Includes hundreds of web pages that we update everyday, not just a landing page.
- Brand** your eMALL to look and feel like *your* organization as a natural extension of your own web site. All of your supporters' attention and contributions stay within your eMALL, not someone else's.
- Support and Promote** your eMALL and keep it generating contributions by uploading fresh, new retail promotions to it everyday. Then we send you well-timed holiday and event marketing copy that you cut/paste into emails and eNewsletters that you send to supporters.
- Dedicated account manager** is always there for you with customized marketing support.
- Strategy** to help you improve your overall fundraising programs and communications via:
 - Best-practice marketing and communications methods.
 - Time saving, educational "Steps to eMALL Success" guide.
 - Long- and short-term support since eFundraising is not just one event, but a process with many events that reinforce goals.

REI.....	2.50%
Ritz Interactive.....	1.50%
Saks Fifth Avenue.....	2.00%
Scholastic Corp.....	3.50%
Sears.....	1.00%
Sephora USA.....	2.50%
Sharper Image.....	4.00%
Shoebuy.com.....	10.00%
ShopNBC.com.....	2.00%
Sierra Trading Post.....	3.00%
SmartBargains.com.....	3.50%
Sony.....	3.00%
Spiegel.....	1.50%
Staples Inc.....	1.20%
Target Corp.....	3.20%
TGW The Golf Warehouse.....	2.50%
The Sports Authority.....	2.50%
Tigerdirect.com.....	1.00%
Toys "R" Us.....	2.50%
Travelocity.....	0.80%
VistaPrint.....	7.50%
Wall Street Journal.....	25.00%
Wal-Mart.....	2.50%
Zappos.com.....	7.50%

Plus hundreds more!

eMALL Fact

The eMALL is completely secure and private for the protection of you and your supporters. No personal or credit information is ever collected by Sparhawk.



High Desert Museum eMALL

Just click, shop and your purchases will generate contributions for High Desert Museum.

QUICK eMALL DIRECTORY

Amazon	GAP	Sierra Trading Post	Expedia	Priceline	Office Depot
Staples	Sears	Nacy's	Dell Computers	PetSMART	American Express
	Bombay Company	Barnes & Noble	Overstock.com	Eddie Bauer	GM MasterCard
	Apple iTunes	Best Buy	Target		

amazon.com

Search: Amazon.com

Love's in Bloom
Order now for Valentine's Day

New School Arcade Games

50% Off Hit TV Shows on DVD

Save on Expedited Valentine's Day Shipping from Figleaves

go

Now is the right time for a Sparhawk eMALL

There's no better time than now to add eMALL fundraising to your mix of campaigns. Today, people trust and shop online stores for convenience, comparison shopping and better deals. The public has reached the critical mass in online shopping that is required to make a properly supported eMALL program successful. And, since online shopping is projected to almost double by 2010, your eMALL will generate even more contributions year after year.

eMALL Fact

"Revolutionizing the approach of traditional fundraising, Students Against Destructive Decisions (SADD) launched an eMALL for an additional source of funding. This new initiative has the potential to generate more than \$7 million in contributions to SADD."

Forbes.com, 2007

In addition, more and more retailers are earmarking dollars for eMALL programs in their annual budgets. With the high cost of traditional marketing like TV and print advertising shrinking the eRetailer's margins, the eMALL is a very attractive business strategy for them to acquire and maintain customer loyalty. Literally, there's money waiting for you from retailers that want to be on your eMALL. They're willing to pay an average of 3% per eMALL purchase so that your supporters will shop their store over others.

Your eMALL could be up and running in just a few weeks

It's a fact. Your members *are* shopping online. Now, their regular shopping could also generate contributions for your cause at the same time. Let Sparhawk get your eMALL up and running and be your guide to success. We'll help make your eMALL an additional lucrative source of income that will cost you no money and almost no time – we *guarantee* it! Give your supporters a new and easy way to help you raise money with just one click to your eMALL before all their online shopping.

Fundraising with a Sparhawk eMALL is quick, free and there's nothing to lose.

Call 800-568-0969 or email info@sparhawkcorp.com today or visit us on the web at www.sparhawkcorp.com.



Sparhawk Corporation
295 East Swedesford Road, #390
Wayne PA 19087
800-568-0969
info@sparhawkcorp.com
www.sparhawkcorp.com