



NONPROFIT FIRE
PO Box 1872
Ventura, CA 93002
805-755-5743
nonprofitfire.org

NonProfit Fire (NPF) Sales Rep Guidelines

8/28/17

NPF sales reps who help the most nonprofits will make the most commissions.

SIMPLE WAY TO EARN INCOME

1) Sign Up New NPF Clients

1a) Contact nonprofits and provide the following link to the 2-minute Google Ad Grants “Perpetual Fundraising Engine” (PFE) video. <http://nonprofitfire.org/fundraising/>
There is also an 8-minute video on the same page, which provides more details. Many people will watch both videos.

1b) Follow up with them and schedule a conference call with themselves and Nonprofit Fire. They may have as many people from their nonprofit on the call as they wish. You are encouraged to be on the call to learn more, but it’s not mandatory.

1c) Some nonprofits may be ready to sign up right away. Most will need approval from their Board of Directors. You may need to follow-up with them several times before they become a client. (A signed contract and payment is required for each new client).

1d) See the **NPF CALL SCRIPT** for more details.

QUALIFIED NONPROFIT ORGANIZATIONS

To be eligible for services from NPF, nonprofits must first be eligible for Google Ad Grants. They do not need to already have Google Ad Grants, we can get it for them. However, they need to be *eligible* for Google Ad Grants.

Not all nonprofits are eligible for Google Ad Grants. First, they need to be a 501(c)3 nonprofit (most are). However, not all 501(c)3 nonprofits are eligible for Google Ad Grants (most are). Google does not provide their ad grants to the following 501(c)3 nonprofits: Governmental entities and organizations; Hospitals and medical groups; Schools, childcare centers, academic institutions and universities are not eligible. (However, philanthropic arms of educational organizations are eligible).

Stated simply: there is no reason to contact ineligible nonprofits.

QUESTIONS FROM PROSPECTIVE NONPROFITS

You are not required to be an expert on any of the NPF services. You should refer nonprofits to the NPF website, NPF videos and any other NPF reference materials. Additionally, the NPF conference call is where they can get questions answered. Of course, you are encouraged to learn as much as possible about NPF services. The main point is that you can start contacting nonprofits right away and learn more in time, while earning commissions.

CONTACTING NONPROFITS VIA GUIDESTAR.ORG

Guidestar.org is a resource for nonprofit contact information in the United States. You will want to register for a free account. They will also offer you research reports for sale via email. However, you do not need to make any purchases from Guidestar.org for your role with NPF.

HERE ARE THE PRIMARY GUIDELINES

- Keep it simple. Always.
- Do not misrepresent Google Ad Grants.
- Do not misrepresent Nonprofit Fire.

THIS IS WHAT YOU NEED TO UNDERSTAND TO GET STARTED

- Google Ad Grants is free to eligible nonprofits
- Google Ad Grants is \$10k/mo advertising grant (not a cash grant)
- Google Ad Grants is renewed every month, as long as they are used appropriately
- NPF provides free and paid services on How To Use Google Ad Grants
- Some nonprofits already have Google Ad Grants (most don't)
- NPF can get Google Ad Grants for nonprofits that don't have it (they can, too)
- You get paid commissions when clients sign up and pay for NPF paid services
- Prospects who take advantage free NPF services, may become paid clients later

COMMISSIONS

All active Sales Reps in good standing are eligible for commissions. Please see separate NonProfit Fire Commission Schedule.

CONTRACT

Sales Reps set their own schedules and can work as much or as little as they wish. However, if a Sales Rep does not make any sales in a 4-month period, the contract automatically terminates. Sales Rep can then request and sign a new contract to become in good standing again.