

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

1443-2022

Ramadan Marketing Packages

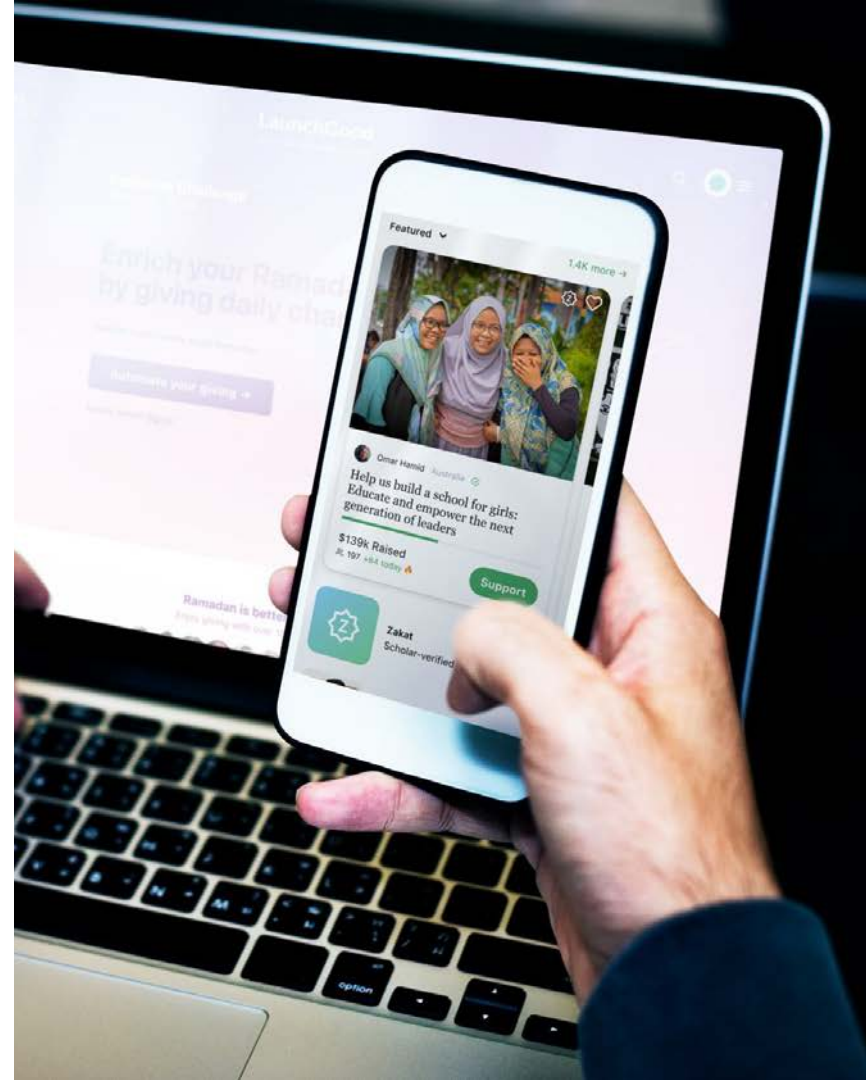
Campaign successful

LaunchGood



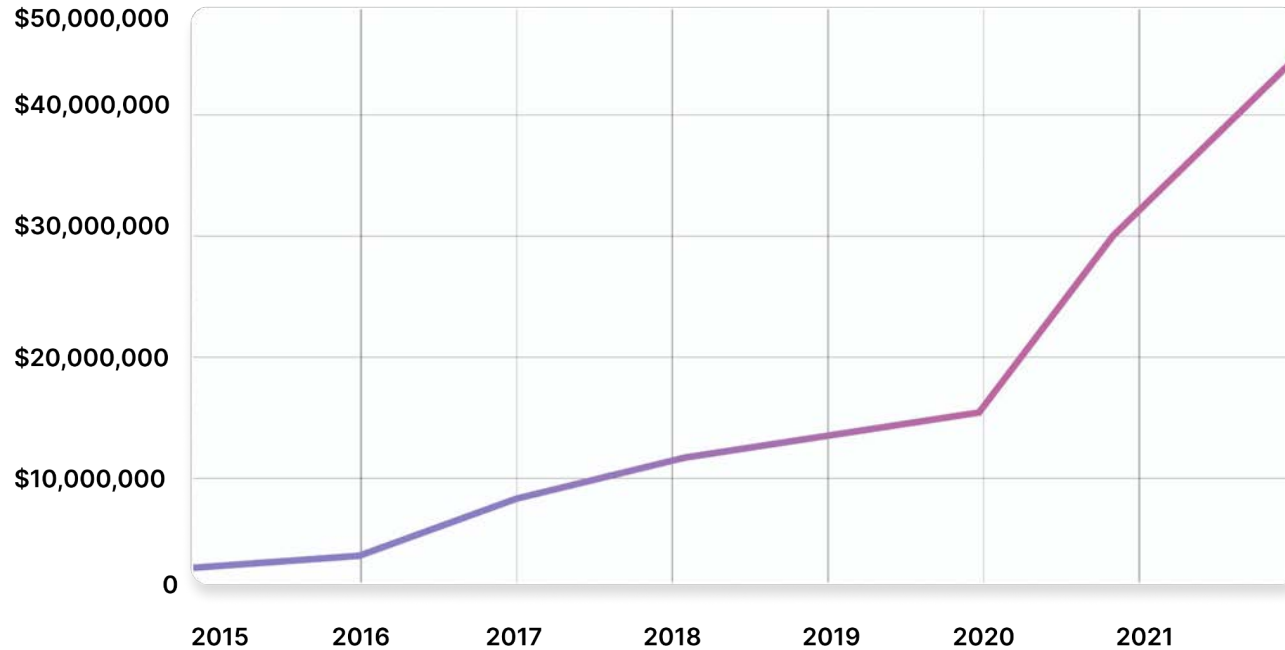
Marketing Packages

Receive guaranteed visual prominence in front of our audience through our website and newsletters. Last year, over **\$47M** was raised during Ramadan on LaunchGood.



Ramadan is better together.

Every Ramadan has been better than the one before. Unlock your fundraising potential with LaunchGood this Ramadan



Our best marketing packages ever

Sold out each year. Guaranteed 1X ROI.

High demand, limited quantity

Spots are very limited and they fill up very quickly.

Guaranteed 1x ROI

We guarantee you will not lose money on your package, or we will refund the difference.

Expected 2-4x ROI

All pricing has been determined to give a 2-4x ROI across all offerings, and historically has been as high as 12x.

NEW!

More investment = more exposure

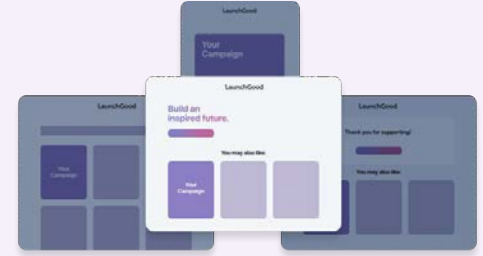
Our unique algorithm is engineered to increase exposure of your campaign based on amount invested

*Note on the guaranteed 1X ROI: The guarantee includes your total investment in the marketing packages. For example if you purchased a \$5K Website Feature + \$10K Newsletter Features, the guarantee will collectively be \$15K in donations to your campaign. All campaigns must adhere to LaunchGood's standard in quality; clear objectives of the campaign and your organization within the page, quality images/videos that are owned or properly sourced, and a clear intention to where funds are going, or you risk not receiving the minimum return mentioned by LaunchGood.

Marketing Package options

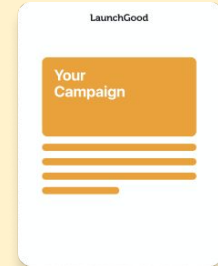
Website feature

Your campaign will be featured on:
Homepage, Giving List,
Discover Page, Thank You Page



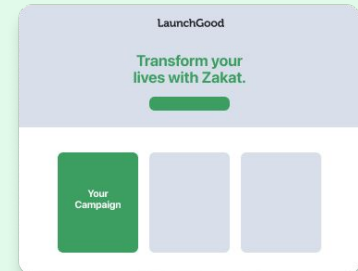
Newsletter feature

Your campaign will be featured
on 5 newsletters through first 20
days of Ramadan.



Zakat feature

Your campaign will be featured
on our Zakat landing page.



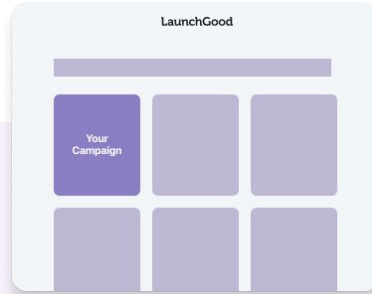
Website feature

Feature your campaign on all high traffic areas of the LaunchGood website.



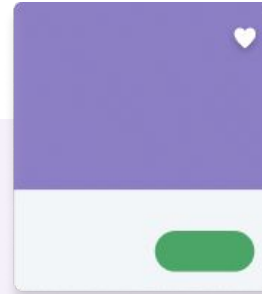
Homepage

Your campaign will be featured on our Homepage where millions of viewers are expected to visit during Ramadan.



Discover Page

Your campaign will be featured where donors search for new projects to support.



Giving List

Your campaign will be shown to Ramadan Challenge participants who can choose to add your campaign to their Giving List.



Thank You Page

Your campaign will be shown on the Thank You Page as another campaign a donor may want to support.

Website feature

NEW UPDATES!

It's simple. The more you invest, the more visibility your campaign gets.



All campaigns will be rotated. Exposure and frequency will depend on amount invested



Your campaign will be featured across all 30 days of Ramadan. *Yes, including the 27th night!*

Website
feature tiers

Expected
ROI*

\$50,000	\$100,000 - \$200,000
\$25,000	\$50,000 - \$100,000
\$10,000	\$20,000 - \$40,000
\$5,000	\$10,000 - \$20,000
\$2,500	\$5,000 - \$10,000

*In all cases, expected ROI remains 2-4x

Add on!

Newsletter feature

Showcase your campaign in front of tens of thousands of donors looking to give to amazing causes, just like yours.



Ramadan bundle:

5 newsletters
Across first 20 days of Ramadan



Odd nights:

5 newsletters
Last 5 odd nights of Ramadan
Yes, including the 27th night!

Newsletter feature



Ramadan bundle:

Your campaign will be featured on 5 newsletters across the first 20 days of Ramadan.



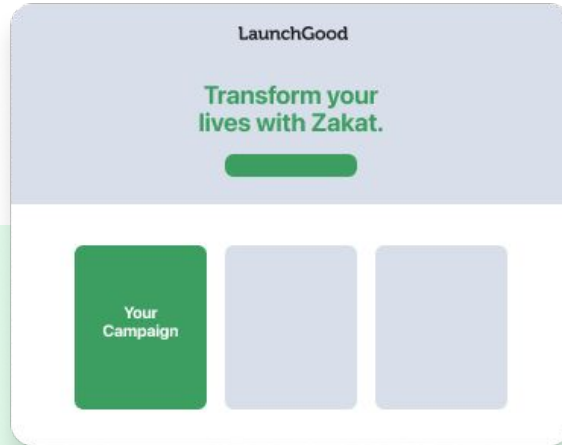
Odd nights:

Only available to top performing campaigns who purchase the Ramadan Bundle. Your campaign will be featured on 5 newsletters during the odd nights of Ramadan.

Bundle	Days	Audience	Price
Ramadan	1-20	100k+	\$10k
Odd nights	21, 23, 25, 27, 29	100k-500k	\$20k-\$100k

Zakat feature

Give LaunchGood donors the opportunity to fulfill their Zakat obligation by donating to your Zakat-verified campaign.



Feature your campaign on the Zakat landing page across all 30 days of Ramadan.

Zakat feature

Your campaign will be featured on the Zakat landing page across all 30 days of Ramadan.

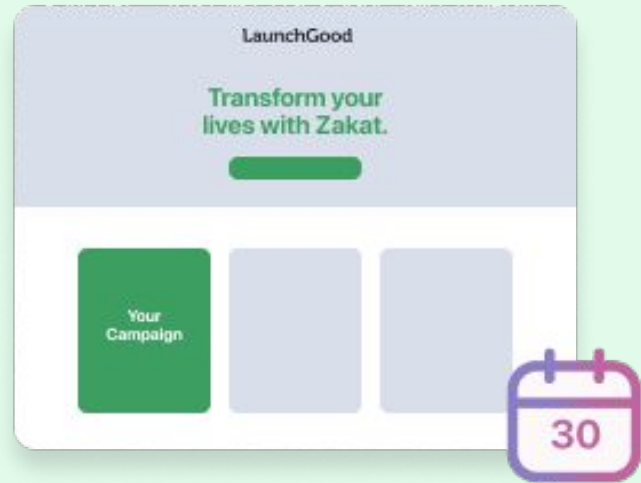
Price: **\$5k**



All campaigns will be rotated with equal frequency and visibility throughout Ramadan



Your campaign must be Zakat-verified according to LaunchGood's Zakat policy .



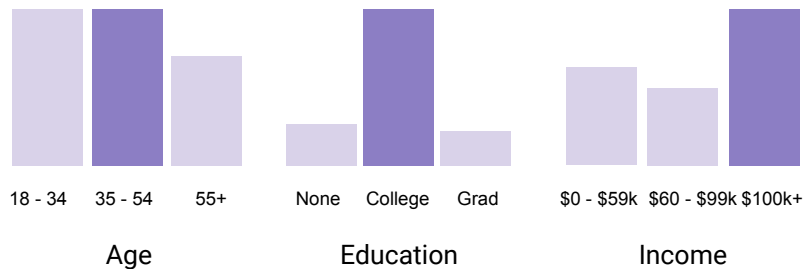
Marketing Package breakdown

Package options	Price	Days
Website Features	\$2.5k - \$50k	1-30
Add on! Newsletter	Ramadan bundle \$10k	1-20
	Odd nights \$20k - \$100k	21, 23, 25, 27, 29
Zakat	\$5k	1-30

Note: All prices are in USD. Newsletter feature is considered an add-on and only available for purchase with the website feature.

Who are our donors?

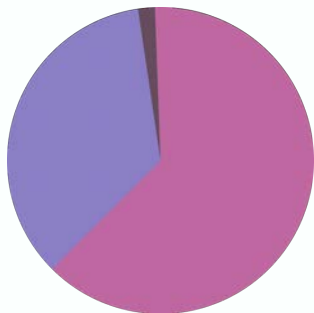
Our audience are primarily professionals, very well-educated, and wealthy – both Muslims and non-Muslims who appreciate Islam.



CASE STUDY | AUSTRALIA

PennyAppeal Australia

Penny Appeal Australia provided access to clean drinking water in Yemen



Marketing Packages: **\$41,000** 3.5X ROI

Organic Donations: **\$30,050**

Daily contest winnings: **\$950**

Total: **\$72,000**
3,663 donors!

pennyappeal aus



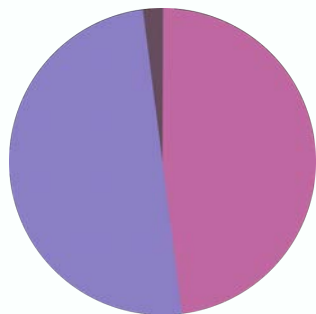
Help Yemen
This Ramadan

\$72,000 funded

CASE STUDY | TURKEY

Bonyan

Bonyan provided Iftar and Suhoor for those in need in Syria, Yemen, Gaza and Lebanon



Marketing Packages: **\$76,000** 4.5X ROI

Organic Donations: **\$81,000**

Daily contest winnings: **\$3000**

Total:
\$160,000
2,651 donors!



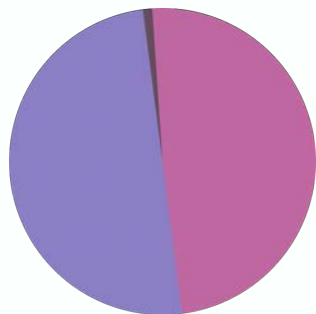
Feed Fasting Refugees (Al-Aqsa, Gaza, Yemen, Syria and Lebanon)

\$160,000 funded

CASE STUDY | USA

Bond E Shams

Bond E Shams is on a mission to make clean water accessible to one million people

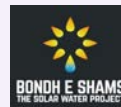


Marketing Packages: **\$133,000** 3.5X ROI

Organic Donations: **\$141,700**

Daily contest winnings: **\$300**

Total: \$275,000
4,504 donors!



**\$100 GIVE 100 PEOPLE
CLEAN WATER FOR 25 YEARS**

Sadaqah Jariyah | Zakat Eligible

30 UNDER 30 POINTS OF LIGHT THE DIANA AWARD Goldman Sachs Gives TEDx Projects for Peace

**Beyond Hand Pumps: Give
Clean Drinking Water to
One Million People**

\$275,000 funded

Have multiple campaigns?

Separate application for each campaign

If you have multiple campaigns you'd like to be considered for a marketing package, please complete a separate application for each campaign.

Other ways to win big this Ramadan

Leaderboards & Daily Contests

Win big in the Most Raised and Most Supporters categories. Up to \$50K to your campaign!

Win big!

Ramadan Referral Program

Get donors enrolled into the Ramadan Challenge to receive a referral bonus and participate in a special referral leaderboard.

+100\$

Exclusive Matching Funds

Guaranteed matched funds just for you to encourage donors encourage donors to support and multiply their impact.

Matched!

Additional support

Our Global Business Development team is available around the clock to help you with your campaign.

LaunchGood.com/AlwaysOn



24/7 Live support

Our 24/7 Zoom room will be open for campaign advice, strategy, technical troubleshooting, and any questions about Ramadan contests and leaderboards.



Fundraising consultation

Approved campaigns will receive consultation on campaign page set up prior to Ramadan. This includes suggestions on copy, imagery, and overall fundraising strategy.

Ramadan Marketing Package FAQs

Do I need to have my campaign page ready to apply?

A campaign page with campaign description is required to apply. However, you will have until March 1st to add finishing touches and complete your campaign page.

Note: Campaign page must be fully completed by March 1st. (This includes Newsletter copy and additional assets such as photos/videos)

Am I guaranteed to get all the packages I apply for?

No. The LaunchGood team will review your application and determine if we can accept your campaign for the package(s) you applied for.

Are applications accepted first come first serve?

Applications are accepted based on quality. But we will start awarding campaigns with packages as they come in. The sooner you apply, the better.

How will I find out if I'm accepted?

You will receive an email confirmation as well as the invoice of the packages you are approved of. You can expect to hear from us before March 5th.

How/when is payment due?

Credit card or ACH/bank transfer by March 8th. You will receive the link and banking information to make the payment via email.

What happens if my payment is not received on time?

You will risk losing your package to another campaign on the waitlist.

How do website features work?

All campaigns on our website are randomized with frequency and visibility depending on amount invested (depending on your package).

Key dates

March 1st	All campaigns must be completed
March 1st	Last day to apply
March 4th	Approvals and Invoices go out
March 4th	All approved campaigns will be notified
March 8th	All Payments must be made
April 1st	1st night of Ramadan
April 27th	27th night of Ramadan
May 2nd	Eid-ul-Fitr

Ramadan dates are calculated based on Fiqh Council of North America.

MARCH

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

1	2	3				
---	---	---	--	--	--	--

Thank You

Apply for a package today!

Apply now →

Questions? Contact
LaunchGood.com/AlwaysOn

LaunchGood

Campaign successful

