

TRAINING FOR LIFE!

1-800-CPR-CAMP ph
That's 1-800-277-2267 Ext. #2
951-506-4758 fax
www.Askthesafetyman.com



40335 Winchester Road
Suite E-551
Temecula, CA 92591
1-800-277-2267 Ext. #2
Askthesafetyman.com/Fundraising
Fundraising@Askthesafetyman.com

“How do We Get Started?”

Getting your Have-A-Heart Save-A-Heart CPR Fundraising program started couldn't be easier. Follow these simple steps and your group will be raising funds in no time!

1. Determine Your Fundraising Goal

Take a moment and determine exactly how much money your group would like to raise. This is an important first step so that you have a clear goal established from the beginning.

2. Select a Fundraiser Coordinator

Choose one person from your group to serve as our contact person. We will coordinate your fundraising efforts with this person to help keep things clear and well organized.

3. Collect Information About Your Group

Begin collecting some information about your group. Items such as a description of your group, pictures, logos, fundraising purpose, etc.

4. Contact Our Fundraising Team

Once you have taken a little time to organize your thoughts and determine what your financial goals are, contact our fundraising team to get the ball rolling. You can call us at **1-800-277-2267 Ext. #2** or register on the web at **Askthesafetyman.com/Fundraiser**.

5. Email Your Group's Information to Us

Once you've registered, email all of the information that you've collected about your group to your fundraiser's coordinator. This information will be used to customize all of your fundraising materials.

6. Distribute Your Fundraising Materials

Once you receive your fundraising materials, we suggest you begin by emailing family, friends, neighbors and coworkers. This is a great way to easily get the ball rolling.

7. Manage Your Fundraiser

Last but certainly not least is the management of your fundraising program. Consider yourself the fundraising program's cheerleader! You motivate the team to ensure you are getting the widest possible distribution on your fundraising materials.

Remember, once you have emailed the materials to everyone on your contact list, there are a lot of local business, big and small, that need to have employees trained in CPR.

You can take the flyers and brochures and begin sending them out. Go door to door, stand in front of the grocery store or do whatever you feel will be the best way to get the information out. We highly recommend the power of social media sites like Facebook, MySpace and Twitter to name a few

8. Send Out Your Thank You Letters

Once your fundraising campaign has concluded, it's important to send out your thank you letters. Don't forget, you may need their help again with a future fundraising campaign.

9. Receive Your Fundraising Proceeds

At the scheduled conclusion of your fundraising campaign, we will process and mail the fundraising proceeds check to your fundraiser coordinator. We process your check fifteen (15) days from the end date of your fundraiser. Since participants pay with a credit card, we need to ensure that there are no refund requests or challenges to the credit card transaction.

10. Spend Your Fundraising Proceeds

Congratulations! You've completed your fundraising effort and can now spend the money on the uniforms, field trips, supplies, equipment, etc. that your group needs. It doesn't get much easier than this.

ASKTHESAFETYMAN.COM

HAVE-A-HEART SAVE-A-HEART FUNDRAISING PROGRAM



CPR FUNDRAISING INFORMATION
CALL US TODAY AT **1-800-277-2267 EXT. #2**
TRAINING FOR LIFE!



Who Can Participate?

A frequent question received by our fundraising team is, "Who can participate in this fundraiser?" Nearly any group, club, team, class, school, church, association, etc. is eligible to participate in the Have-A-Heart Save-A-Heart CPR Fundraising program. Your goal is to raise funds for your group. Our goal is to help train as many people in life saving CPR, First Aid & AED skills as we possibly can. The odds of a person surviving a sudden cardiac arrest increase significantly if they receive prompt CPR and AED care before the arrival of more advanced medical care.

Did You Know?

Did you know that 1.5 million heart attacks occur in the United States each year with 500,000 deaths?

Did you know that more than 233,000 women die annually from cardiovascular disease?

Did you know that a heart attack occurs about every 20 seconds with a heart attack death about every minute?

Did you know that sudden death is more common among women who suffer a heart attack?

Did you know that women have a worse outcome than men after having a heart attack? Statistics show that women under the age of 50 have twice the mortality of men after having a heart attack.

Did you know that nearly 14 million Americans have a history of heart attack or angina?

Did you know that nearly 50% of deaths occur within one hour of the heart attack —outside a hospital?

The unfortunate truth is that we could go on and on with the grim statistics associated with heart disease and cardiac emergencies.

At Askthesafetyman.com we are thrilled with the knowledge that with every successful fundraiser

comes another group of people trained to provide life saving CPR until more advance medical care arrives. This may not seem like much to you, but to the person you find yourself providing care for it will mean the difference between life and death. So, your fundraiser partici-

pants learn a life-saving skill and you get that much needed shot of fundraising dollars to help achieve your goals.

A cornerstone question that should always be asked about a potential fundraising program is, "Will I be proud to be associated with this product (or service)?" We feel the answer to that question is clearly YES!





CPR Fundraising

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Who Sets the Cost?

We charge a very low base rate of \$15.00 per person that takes the training. Your group is free to charge what it likes for the training. Think of it like this, regular CPR, First Aid & AED training runs in the neighborhood of \$65—\$85 / person. You could charge \$35 / person for the full training and beat nearly all competitors by \$35—\$50. The bottom line is your group determines the rate and that's what we charge. Nothing more. Nothing less. Participants are not charged processing fees, convenience charges, card charges, etc.

What is CPR Fundraising?

CPR fundraising is by far one of the best fundraising options available to groups of any size. We provide your group with the ability to raise funds through our online learning center. Fundraiser participants complete CPR for adults, children and infants, basic first aid and AED training at a fraction of what it would cost in their local communities. All from the comfort of their homes and as busy schedules dictate. Easy!



- You set the price of the fundraiser.
- Customized marketing materials provided.
- No costs, fees or minimums.
- No credit card required.
- Worldwide participation using the internet.

When Do Participants Take Their Training?

Participants in your Have-A-Heart Save-A-Heart CPR Fundraising program are free to start, stop and resume their training at their leisure and convenience. When your fundraising participant decides to take you up on the offer to learn a life saving skill, at a fraction of the normal cost of training, they will be able to sign-up online or by telephone and have immediate access to the learning center.

Participants will have up to fourteen (14) days to complete their training and receive their training certification cards and certificates. Your fundraising participants will receive a course completion certificate to download after successfully completing their training. An Askthesafetyman.com certified instructor will verify completion and mail a signed certification card within fourteen (14) days.

What Certifications are Received?

Have-A-Heart Save-A-Heart CPR Fundraising certifications are in strict accordance with ECC (Emergency Cardiac Care) guidelines.

CPR for Adults, Children & Infants: Valid for 1 Year from the completion of training.

Basic First Aid: Valid for 3 Years from the completion of training.;

Automated External Defibrillator (AED): Valid for 1 Year from the completion of training..

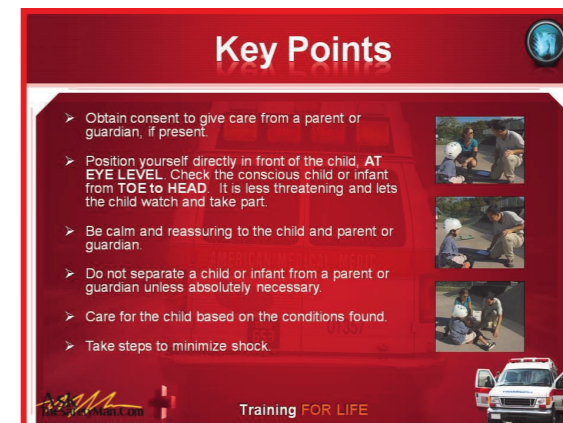
This training meets all OSHA standards and is the perfect choice for employers who need or want to provide certified training for their employees. Replacement certification cards can always be requested through the Askthesafetyman.com website.



What Does Online CPR Training Look Like?

Well, it looks like the picture below. We've taken great pains to design and craft the learning environment to be clean, simple and above all easy to understand, follow and comprehend. The Have-A-Heart Save-A-Heart CPR learning center utilizes detailed video instruction and step by step photos to accurately and clearly demonstrate concepts and techniques. The content is written in clear, simple to understand words, free of technical medical jargon that might confuse learners. Every training module can be reviewed as many times as the learner desires.

Learners are required to successfully complete knowledge checks and quizzes throughout the training to ensure that they fully comprehend and understand the techniques being presented within the module. Best of all, learners can start, stop and resume the training as frequently as they desire. Learners have fourteen (14) days to complete the training once they have started.



The Have-A-Heart Save-A-Heart Fundraising program is the perfect choice for schools, individual teachers, clubs, groups and teams. Are you a teacher, coach or advisor frustrated with dwindling budgets? Call us today!



No Fees. No Credit Cards. No Deposits.

Askthesafetyman.com makes it extremely easy for schools, clubs, teams or individual teachers to start and manage their own fundraising programs. Since there are no fees, no deposits, no costs, no minimum orders, etc., you are not required to provide a credit card, deposit or other form of payment. Your fundraising participants sign-up and pay online from any internet connected computer in the world. Now, you can take advantage of the power of the internet and have friends, family and coworkers around the world participate in your fundraiser! Since all of your customized fundraising materials are provided in digital formats, they're easy to send to everyone in your contact lists!

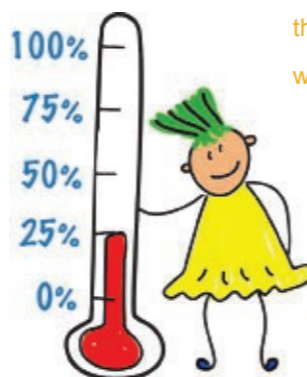
Fundraising Proceeds: How Are They Paid?

AT THE CONCLUSION OF YOUR FUNDRAISING PROGRAM, A CHECK FOR YOUR FUNDRAISING PROCEEDS AND A REPORT LISTING ALL PARTICIPANTS THAT COMPLETED THE TRAINING WILL BE PROCESSED AND MAILED TO YOUR GROUP'S CONTACT PERSON FIFTEEN (15) DAYS FOLLOWING THE END OF THE FUNDRAISER. WHY DO WE WAIT 15 DAYS? SINCE PARTICIPANTS PAY WITH THEIR CREDIT CARDS, THERE IS A CHANCE THAT THEY COULD REQUEST A REFUND OR DECLINE THE CHARGES. WE NEED TO ENSURE THERE ARE NO ADJUSTMENTS THAT NEED TO BE MADE PRIOR TO MAILING YOUR CHECK.



Focus on Fundraising.

Askthesafetyman makes it easy for you to get the word out to friends, family and coworkers with FREE customized fundraising materials.



No need to make flyers, coupons, write letters or make a web site. Askthesafetyman's fundraising team takes all the headaches out of the fundraising process. How do we do that you ask? It's actually quite simple. We collect information from you about your group and the purpose for your fundraiser.

Then, we take that information and customize fundraising flyers, ads and brochures. We also provide you with a customized web page complete with online registration capabilities. You are also provided with custom written fundraising request and thank you letters.

To top it all off, we will produce a 30 second video customized to your group and your fundraiser. You can checkout a sample video on our demonstration fundraiser web page at Askthesafetyman.com/NielArmstrong. Your customized fundraising video will be posted on your web page. You can also post it on your Facebook, MySpace and Twitter Pages. Put the power of social media to good use!

WHY CPR TRAINING OVER OTHER TRADITIONAL TYPES OF FUNDRAISING?

If your group has undertaken other types of traditional fundraisers, it will be easy to understand what makes the Have-A-Heart Save-A-Heart Fundraising program so appealing. CPR training does not need to be ordered, shipped, stored, distributed to fundraising members, distributed to the people who purchased the items, refrigerated or ordered in advance. CPR training is not seasonal, it is not a book filled with great coupons that you always forget about. It does not require group members to manage events or purchase materials, supplies or equipment to produce. Best of all, Askthesafetyman does not require deposits, credit cards or minimum orders. There are never any fees or out of pocket expenses. We make it easy. We provide you with the promotional materials, free of charge. Participants register, pay online and complete their training.

