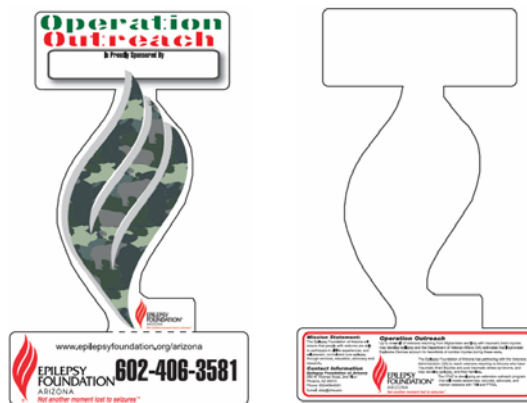


2009 Flame of Hope Retail Campaign

supporting **OPERATION OUTREACH**

Proposal



Epilepsy Foundation of Arizona
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2009 Flame Retail Campaign

OPERATION OUTREACH:

Up to one-half of veterans returning from Afghanistan and Iraq with traumatic brain injuries may develop epilepsy and the Department of Veteran Affairs (VA) estimates that Improvised Explosive Devices account for two-thirds of combat injuries during these wars. **OPERATION OUTREACH** is a partnership forged between the Epilepsy Foundation of Arizona, the Veterans Administration, and the leading epilepsy treatment centers in Arizona to create awareness, provide treatment and assist the families of veterans.

Quick Facts:

- The Epilepsy Foundation of Arizona requests the donation cards (flames) be sold for a minimum \$1.00 donation during the campaign.
- Customers are given the chance to purchase flames with each check-out to demonstrate their support of the Epilepsy Foundation of Arizona's **OPERATION OUTREACH**.
- The customer's name is placed on the flame shaped donation card, which is then posted on a wall, window, bar, or hung from the ceiling.
- The Epilepsy Foundation of Arizona will provide our corporate partners with the donation cards (flames), posters and information regarding the campaign.
- The Epilepsy Foundation of Arizona will work with our corporate partners to ensure proper accounting and deposit procedures. Each donation card is bar-coded.
- A prize system will be set in place for employees who sell the most flames. The Epilepsy Foundation of Arizona will work with each corporate partner individually to decide on a prize package that will motivate the employees.

Benefits:

- Gains additional visibility for your company and your relationship with the Epilepsy Foundation of Arizona and veteran's with Traumatic Brain Injury and Post Traumatic Stress Disorder
- Branding programs like the Flame program strengthen employee morale
- Flame promotion gives an opportunity to involve individuals from the community who may otherwise not contribute dollars to the cause
- Show your community spirit and support of the 14,200 veterans in Arizona with TBI or PTSD with a Flame Retail Campaign

Why should your Organization participate with us?

- There over 63,000 men, women, and children in Arizona diagnosed with epilepsy
- Nearly 80% of Americans believe that companies have a responsibility to support social issues, and they are more willing to buy from these companies.
- Your partnership in the Epilepsy Foundation of Arizona Flame Campaign would position your company as a **good corporate citizen**, and a financial investment is not required.

2009 Flame Retail Campaign

As a partner in the Flame retail campaign, our company agrees to the following:

- Sell flame shaped donation cards for a minimum of \$1.00 each the month of , 2009 in our business/retail locations. (Select one month, August through December 2009 to sell the flames.)
- Display sold flames throughout the store/location.
- Turn in the cash, check or money order for full amount of sold flames to the Epilepsy Foundation of Arizona at the end of the campaign.

In return for this partnership, the Epilepsy Foundation of Arizona will provide the following:

- Unlimited number of flame shaped donation cards to use for the campaign.
- Sponsor booth at the **OPERATION OUTREACH CONFERENCE** for veteran's with Traumatic Brain Injury and Post Traumatic Stress Disorder Community Education Forum October 3, 2009
- Exposure to the approximately 500 conference attendees including Iraq and Afghanistan veterans and their families

Thank you for your support of this program. Remember that each flame sold will brighten the future for a veteran affected by seizure disorders.

Contact			
Company			
Address			
City, State		Zip Code	
Phone		Business Phone	
Email			
# of Flames Requested		# of Retail Locations	
Signature			



Prizes & Incentives

Join the Epilepsy Foundation of Arizona by Partnering to Raise Funds and Raise Awareness in your Workplace!

Setting up a prize system:

A key element of a successful Flame Retail campaign is to motivate sellers with a prize package. Although some managers and sales people will sell Flames for the cause, most will be more motivated if there is a prize of some kind. It will be important to develop an attractive incentive for your employees.

Prize or Incentive Ideas:

Top Selling Franchise Location or Top Selling Employee

Incentives that can be provided from the Epilepsy Foundation of Arizona

- Free Pizza Lunch for Location/Branch
- On-site Picnic
- Restaurant or Retail Gift Certificates to the highest seller
- Cool baseball caps, captain's chairs, and coolers with the Epilepsy Foundation of Arizona logo just in time for summer

Incentives from Employer:

- Donate a day off with pay – this is always a big hit
- Dress down day for employees
- Recognition in company's newsletters, ads, or annual reports

THANKS FOR CONSIDERING OUR CAUSE!