

***POST E-NEWSLETTER
AND FUND RAISING
PROGRAM***



www.postwebpages.com

**Corande Publishing, LLC
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Introduction

Corande Publishing, LLC currently publishes the **Virginia Legionnaire E-Newsletter** for the American Legion Department of Virginia and the **Freedom Car E-News** e-newsletter for the American Legion Racing Team. Through its newsletter services, Corande Publishing provides these organizations with a twenty-first century communications tool and significant fund raising potential, using the power of the Internet. These publications are free to subscribers.

The Department e-newsletter program is hosted through the website, www.thelegionnews.com.

The American Legion Racing e-newsletter is provided through the website, www.legioncar.com, with free subscriptions available through the website.

In response to inquiries regarding post e-newsletters, Corande Publishing has launched a new e-newsletter program specifically designed for Posts through the website: www.postwebpages.com.

Corande's Post e-Newsletter program includes:

- **FULL SERVICE monthly Post E-Newsletter** including Internet Hosting and Composition.
- **EASE OF USE** – Simply submit content via email, and Corande does the rest.
- **E-NEWSLETTER SUBSCRIPTION SERVICE** including list maintenance.
- **MONTHLY E-NEWSLETTER BROADCAST** to your subscribers.
- **FUND RAISING BENEFITS.** Raise up to **\$10,000/year or more** with your e-Newsletter.
- **Your hosted Post e-Newsletter can supplement your website or be set up to serve as your Primary Post Website if desired.**

Note: Some webpage services only provide access to online software for a fee, leaving the user to produce and update their webpages on their own. When technical issues arise, users must request assistance. Our service handles these duties for you, leaving you free for other Post Programs.

**If You Can Use Email, Your Post Can Have A Monthly e-Newsletter,
Host It Online, And Raise Funds Through Our Post E-Newsletter Program!**



Description of Program Features And Benefits:

Through our website, www.postwebpages.com, Corande Publishing LLC offers American Legion Posts an Online E-Newsletter Service with the following features and benefits:

1. Client posts are provided with e-newsletter service based upon their choice of one of our templates which includes a 2-month rolling calendar, text articles, news, announcements, original digital photos, and a “Post Contacts” section. All of this information is submitted by the client Post to our composition department via email. We organize your information, create a table of contents, crop or re-size photos as needed, compose your newsletter, host it online and broadcast it to your subscribers. Each Client Post is allowed to submit updated information monthly, which is in-turn used to generate the next newsletter. Corande Publishing performs all of the time- consuming technical work, including composition, web hosting, and monthly updating using content provided by the Client Post via email. **If you can use email, you can manage your Post E-Newsletter.**
2. Client Posts have the opportunity to raise funds within the framework of our advertising program by soliciting advertising support for their online newsletter from local businesses and professionals. Advertising proceeds are split between the Client Post and Corande Publishing **with the Client Post retaining 70% of the proceeds.** The remaining 30% compensates Corande Publishing for advertising composition and technical work related to producing and maintaining the advertising and related Internet links over the course of a year.
3. Client Posts are provided with an online subscription system that allows members and supporters to subscribe to a monthly email newsletter alert. These alerts serve as monthly reminders and allow subscribers to jump directly to their newsletter for the latest Post news.
4. By hosting and linking to your newsletter online, it is available continuously on the Internet for your membership, **and can be set up to serve as a post website if so desired.**



Fund Raising Potential:

Because each Client Post's online newsletter income is entirely dependent upon the individual Post's fund raising efforts and their newsletter's advertising mix, Corande Publishing cannot guarantee any specific income amount. Corande can offer the following as an example:

Based on 2009 Rates, a typical Online Newsletter with the mix of advertising shown in our Templates would yield a Client Post a net income of **\$9,864.00 per year after e-Newsletter program expenses, including setup fee.** (Visit our website: www.postwebpages.com to view templates)

After the first year, there being no setup fee, projected income based upon the example would be **\$10,014/Yr.** after program expenses. But remember, this is only an example. **Your Results Are Solely Determined By Your Efforts.**

The figures speak for themselves. Through our website www.postwebpages.com, Corande Publishing provides Client Posts with an excellent opportunity to raise funds for their programs, while providing an easy-to-use and effective communications tool that promotes post programs in your community and across the Internet.

Program Costs:

The costs for our online newsletter program, including all design, composition, hosting, and email subscription services are as follows:

- Initial Setup Fee (Includes first month's service): \$250.00
- Monthly Service Fee: \$100.00
- Advertising Fees: 30% of Client Advertising Sales.



Getting Started:

Step 1- Request a “Start Package”

Request a package online at www.postwebpages.com or email: newclient@postwebpages.com

This step incurs no financial obligation on the part of your post. It only serves to notify us that your post is interested in and has questions about our services. As a result, Corande Publishing provides the following program information:

- a. A step-by-step User Guide for Fund Raising, Subscriptions, and Newsletter Content.
- b. Corande's Online Services Agreement and Attachments.
- c. Newsletter Subscription and Advertising Forms.
- d. Corande Contact Information.

Step 2 – Follow the steps outlined in your “Start Package”.

Following the steps outlined in “Start Package”, a Post can be ready to launch their online newsletter in 60-90 days.

Step 3 - Submit Subscriber, Advertiser, and Content information.

Upon receipt of your advertising, content, Services Agreement and Startup Fee, Corande Publishing will compose and launch your online newsletter including advertising, as well as setup and activate your subscriber newsletter alert system. Newsletters will typically be launched on the 1st, 10th, or 20th of the month. Subscription systems are activated prior to newsletter launch, to permit verification of email addresses and use of the system to notify subscribers of the launch of your Post E-Newsletter.

Step 4 - Payment of Advertising and Monthly Service Fees.

Within 30 days following e-newsletter launch, the Client Post must submit payment to Corande Publishing, LLC of the advertising fees (Corande's share of the advertising sales) and the next month's service fee. Payment for subsequent monthly services is due on or before the monthly anniversary of the newsletter's launch date (typically the 1st, 10th, or 20th of the month).

VISIT www.postwebpages.com and REQUEST A START PACKAGE TODAY!