



**CANNA** Make **A** Difference **DAY**

#GI  **En** TOKETUESDAY

December 3, 2019

*[Cannamakeadifference.org](http://Cannamakeadifference.org)*

# Why CannaMakeADifference Day?

## QUICK AND EFFICIENT WAY TO...



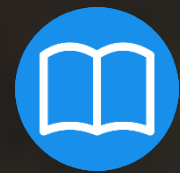
**INCREASE** your company's **PUBLIC IMAGE** and decrease the stereotypes and stigmas which effect the industry, policies, process, and people



**CONNECT** cannabis companies and the community to engage with nonprofits with nonprofits open to accepting support from the industry



**GATHER AND REPORT** giving statistics and information about giving in the industry in comparison to the largest day of giving in the world



**EDUCATE** the general public, governments, nonprofits and cannabis companies on the power the industry has to **MAKE A DIFFERENCE** in local communities as well as **IMPACT** the nation

**COMMUNITY ENGAGEMENT** is becoming more and more important as legalizing municipalities now require Corporate Social Responsibility and/or give back programs as part of their licensing and compliance process

**NONPROFITS** have challenges accepting support from the cannabis industry, being they hold a federal status and a lack of education on how to engage with cannabis companies



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— Elevate Your State —

# Why CannaMakeADifference?



**WE DID THE RESEARCH** on every 501(c)(3) to make sure they are in good standing with the IRS, the State, and review other data to make sure the nonprofits are legit

**WE MADE THE CALLS (LITERALLY)** to make sure that every nonprofit on our platform is open and willing and able to accept support from the cannabis industry



**WE HELP LOCATE** local nonprofits for cannabis companies through screening and search services which are used by cannabis companies and business consultants

**WE CONNECT** the general public, governments, nonprofits and cannabis companies with philanthropic initiatives to create the most effective and efficient local impact



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# PARTNERSHIPS

Together We CannaMakeADifference!



# NATIONAL FOUNDING PARTNERSHIP (4 available)

**\$125,000 Investment Includes:**

MEDIA	EVENTS		LOGO INCLUSION	IMPACT/SERVICES
<ul style="list-style-type: none"> <li>• <b>TOP LEVEL MENTION AND LOGO INCLUSION DURING MARKETING CAMPAIGN</b></li> <li>• <b>Unique Press Release</b> regarding the partnership to Cannabis Media and Main Stream Media outlets</li> <li>• <b>Mentions in Media</b> as National Founding Partner in ALL media opportunities that arise (Print, TV, Radio, Podcast, etc.)</li> <li>• <b>Social Media/Influencer</b> mentions on all platforms used as well as included with all influencers posts</li> </ul>	  	<p><b>PORPOISE TANK</b> Position as a “SHARK” in any or all “Porpoise Tank: CannaMakeADifference Edition” LIVE events held in 2019</p> <p><b>CANNAMAKEADIFFERENCE DAY</b> prominent company inclusion on CannaMakeADifference Day, a Day of Giving for the entire cannabis community</p> <p><b>MJBizCon*</b> Inclusion of signage and marketing at CMAD Booth</p> <p><small>*MJBIZCON is not affiliated with CannaMakeADifference</small></p>	<p><b>CannaMakeADifference Day</b></p> <ul style="list-style-type: none"> <li>• Inclusion as presenting partner on December 3<sup>rd</sup>, 2019 and in all marketing materials leading up to December 3, #GivingTuesday</li> </ul> <p><b>Advertisements</b></p> <ul style="list-style-type: none"> <li>• National Founding Partner logo inclusion in ALL advertisements secured for 3 years</li> </ul> <p><b>Partner Page</b></p> <ul style="list-style-type: none"> <li>• Prominent listing on Partner page of website as founding national partner</li> </ul> <p><b>Performed Searches</b></p> <ul style="list-style-type: none"> <li>• platform and displayed graphic with every search performed on the platform</li> </ul>	<p><b>IMPACT</b></p> <ul style="list-style-type: none"> <li>• 400,000+ Nonprofits in 10 States</li> </ul> <p><b>Consulting</b></p> <ul style="list-style-type: none"> <li>• 2 years of Cause Marketing and Corporate Social Responsibility planning and execution assistance services*</li> </ul> <p><b>Platform Use</b></p> <ul style="list-style-type: none"> <li>• Complimentary use of the platform for 3 years which includes all web based features and any new features added during that time</li> </ul>



# STATE FOUNDING PARTNERSHIPS (2 Available/State, 3 Available/CA)

## Impact Investment Includes:

- Cause Marketing and Corporate Social Responsibility planning and execution assistance services\*
- Press Release regarding the partnership to top cannabis and mainstream local and national media outlets
- Mention as State Founding Partner in all media opportunities, as appropriate (Print, Local TV, Local Radio, Podcast, etc.)
- Logo incorporation on platform and displayed graphic with every search performed for given state on the platform
- Listing on website as founding state partner
- Logo incorporation as State Founding Partner in any advertisements secured for 3 years which occurs within state or local communities
- Complimentary use of the platform for 3 years which includes all web based features and any new features added during that time
- Partners in CA, CO, MI, MD will have the option of being a “Shark” for the state’s “Porpoise Tank: CannaMakeADifference Edition” Shark Tank like LIVE event (Value: \$6,500)

## # of IMPACTED Nonprofits & Partnership Requirement per State:

State	Nonprofits Impacted	Investment
CA	125,000	\$60,000
CO	25,000	\$20,000
IL	50,000	\$40,000
MA	30,000	\$25,000
MI	40,000	\$30,000
NJ	40,000	\$30,000
NV	10,000	\$ 8,500
OR	20,000	\$17,500
PA	55,000	\$40,000
WA	40,000	\$30,000
MD	31,000	\$25,000

# Investment will go to the following

## OPERATIONS

- Vetting of 400,000 501c3 charities for IRS compliance
- Vetting of up to 125,000 nonprofits in each state
- Research for contact information for up to nonprofits
- Direct contact (email and/or phone call) of 400,000 nonprofits

## MARKETING

- Day of Giving (GiveGab.org) Technology Platform Custom Development
- Vendor Booth at MJBizCon
- Four (4) Porpoise Tank Events (MD, MI, CO, CA)
- Influencer Marketing
- Print, incentive, collateral, prizes, etc.



Your Public Image, Philanthropic Partner



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*Elevate Your State*





# WHO WE ARE, WHAT WE DO

CannaMakeADifference.org is an online platform which saves your company time and money by outsourcing your charitable acceptance, screening and negotiating processes. Our services provide you the following:

## SCREEN ALL INCOMING CHARITABLE SOLICITATIONS



- ✓ We collect information and criteria about your giving (or non-giving) programs, initiatives, marketing campaigns, and more
- ✓ We provide your company a unique link to place on your company's webpage which charities can use to apply for support from your company
- ✓ Your designated employee ONLY receives those applications which would be a good fit for your company and sends the rest an immediate "Unfortunately..." email.

## HELP YOU FIND VETTED LOCAL NONPROFITS



- ✓ Whether you are looking to donate or volunteer, or looking for ways to help you market your products, or even comply with community engagement requirements of licensing, CannaMakeADifference allows you to search for charities within radius miles and all charities are vetted and were individually contacted and 100% of those listed DO ACCEPT SUPPORT from cannabis companies like yours.

## EDUCATE



- ✓ We assist both cannabis companies and nonprofits, through education events and other resources, on how to work with each other for mutual benefit.

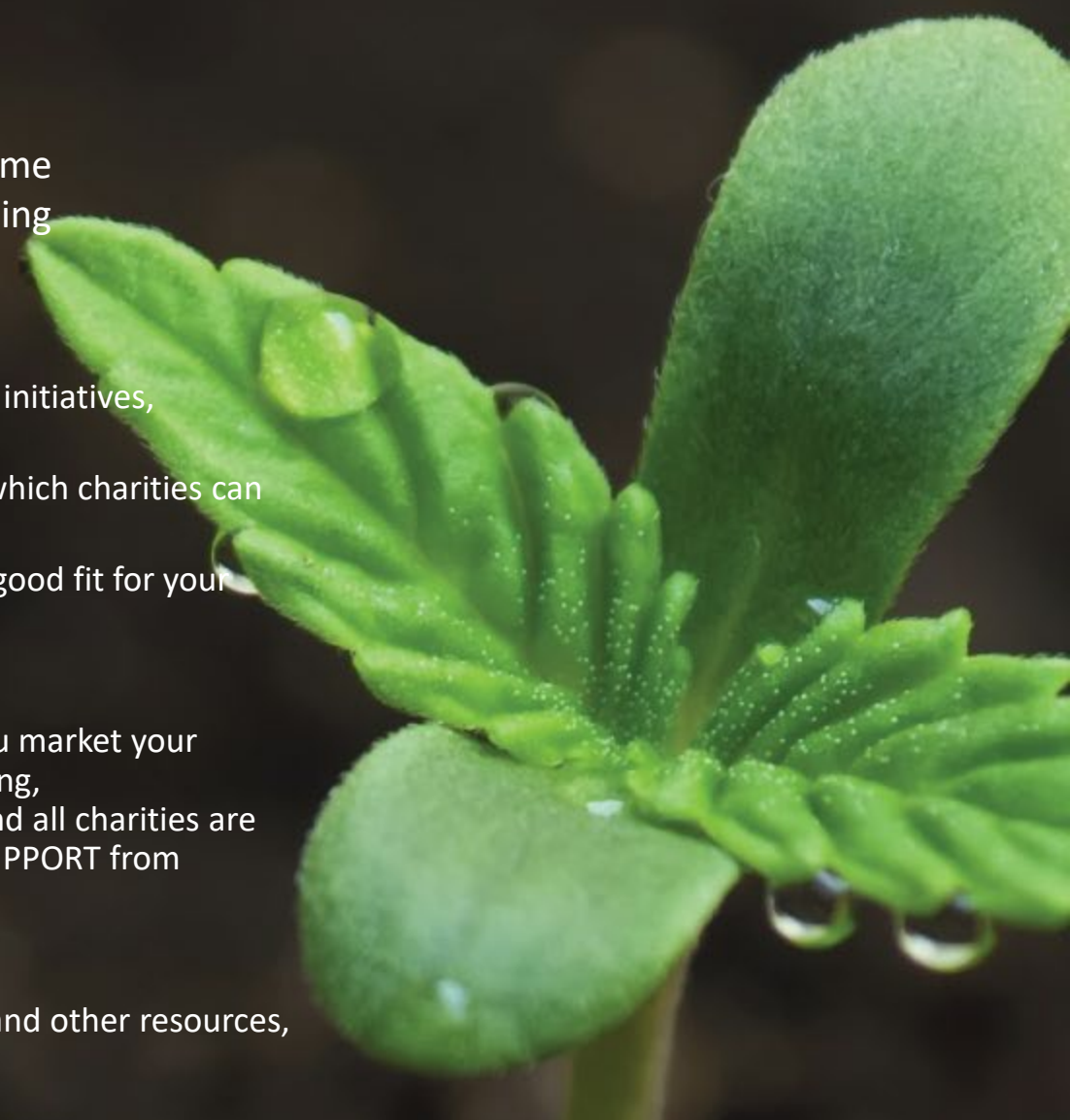
## COMMUNICATE LOUDLY & PROUDLY



- ✓ We provide Quarterly reports to our clients about their charitable participation which they can send out to their customers and/or post on their website. We also utilize the data to provide an industry wide giving report for reporters, government agencies and the industry.



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*TOGETHER WE*

*CANNA*

*MAKE A DIFFERENCE!*

Ready to Participate or have questions?

CONTACT US AT 303.218.7899 or contact Kevin

White at [Kevin@CannaMakeADifference.org](mailto:Kevin@CannaMakeADifference.org)

