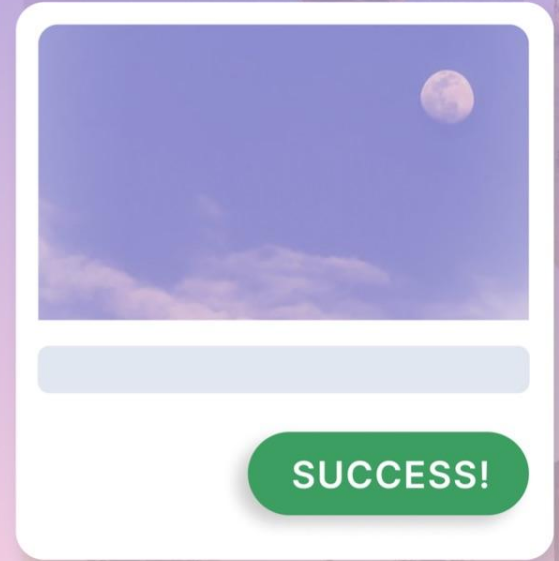


بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

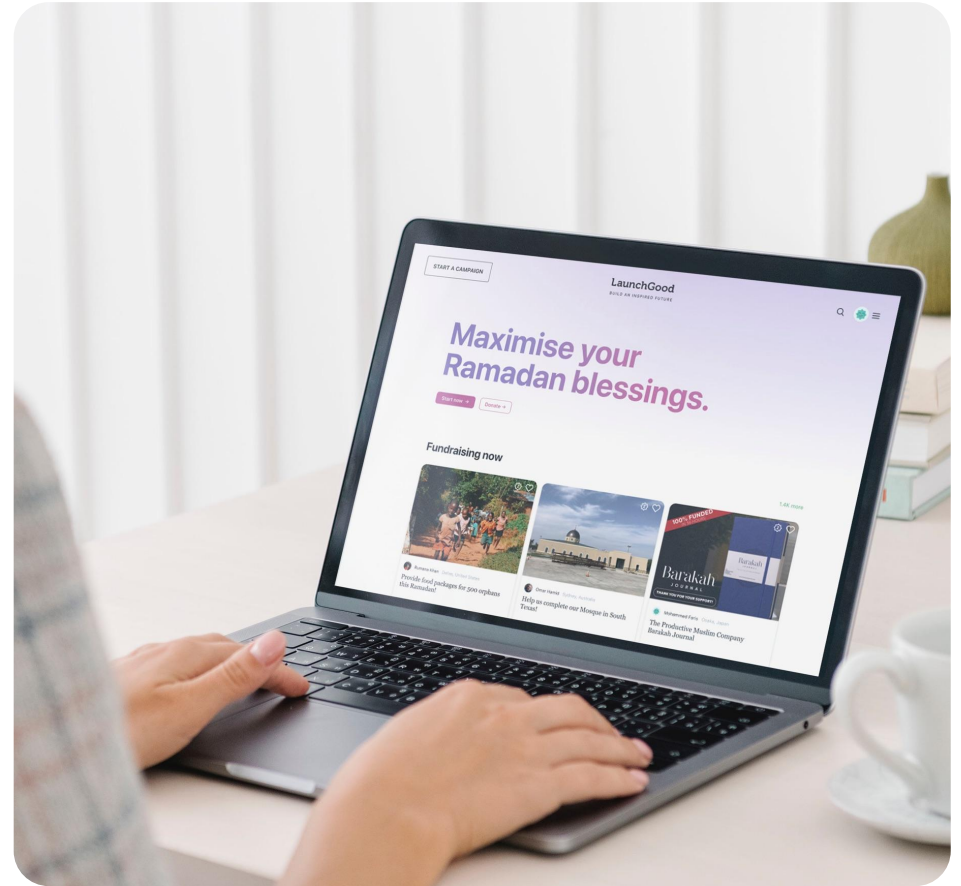
Ramadan Marketing Packages 1444/2023

LaunchGood



Marketing Packages

Receive guaranteed visual prominence in front of our audience through our website and newsletters. Last year, over \$45M was raised during Ramadan on LaunchGood.



Our best marketing packages ever

Sold out each year

High demand, limited quantity

Spots are very limited and fill up 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.

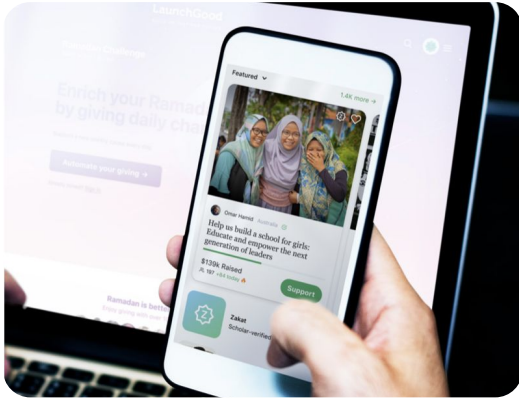
More investment = more exposure

Our unique algorithm is engineered to increase the exposure of your campaign based on the 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 be a collective \$15K in donations to your campaign. All campaigns must adhere to LaunchGood's standards in terms of quality: clear objectives for the campaign and your organization within the page, quality images/videos that are owned or properly sourced, and a clear intention for where funds are going. Without meeting these requirements, you risk not receiving the minimum 1X ROI.

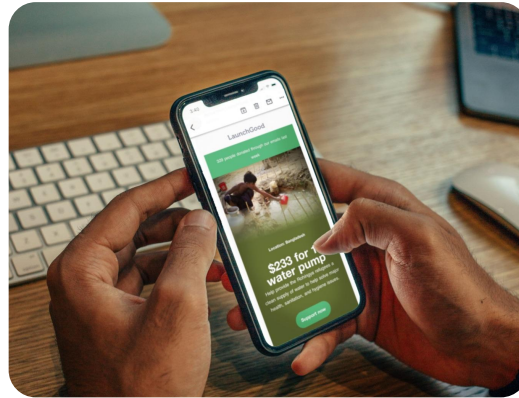


Marketing Package options



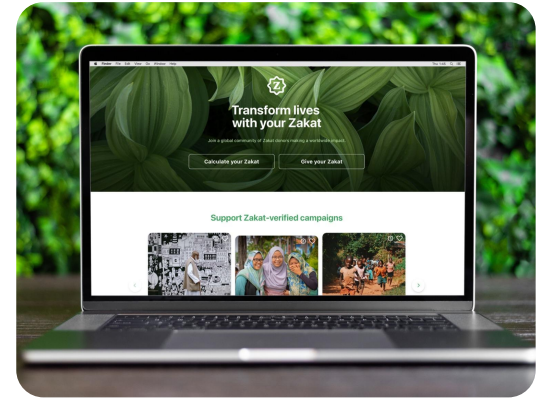
Website feature

Your campaign will be featured on our homepage, giving list, discover page and thank you page



Newsletter feature

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



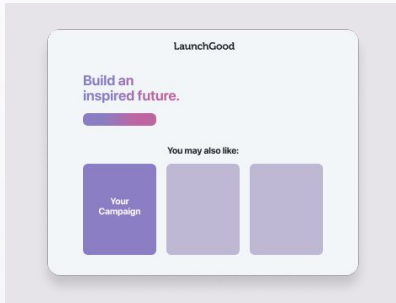
Zakat feature

Your campaign will be featured on our Zakat landing page.



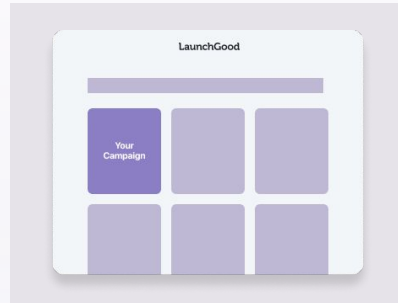
Website Feature

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



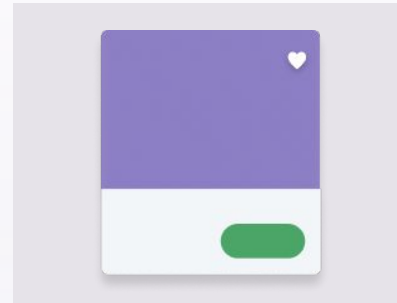
Homepage

Your campaign will be featured on our homepage, where we are expecting millions of visitors during Ramadan.



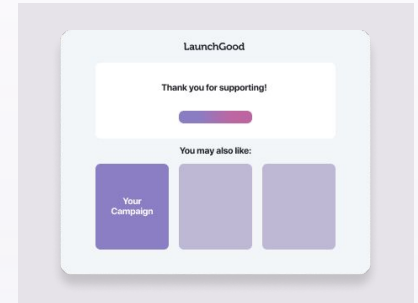
Discover Page

Your campaign will be featured specifically 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 that donors can choose to support.



Website Feature

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

 All campaigns will be rotated. Exposure and frequency will depend on the amount you invest.

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

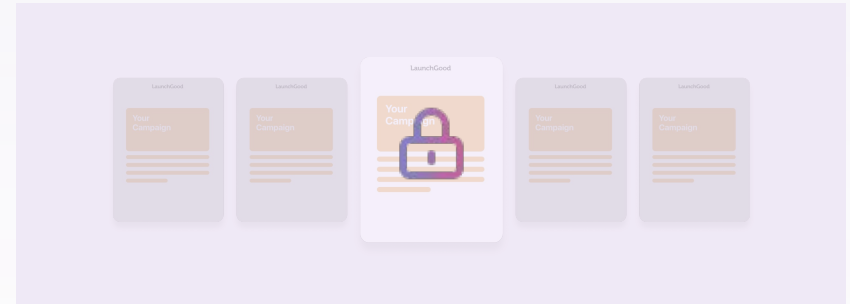
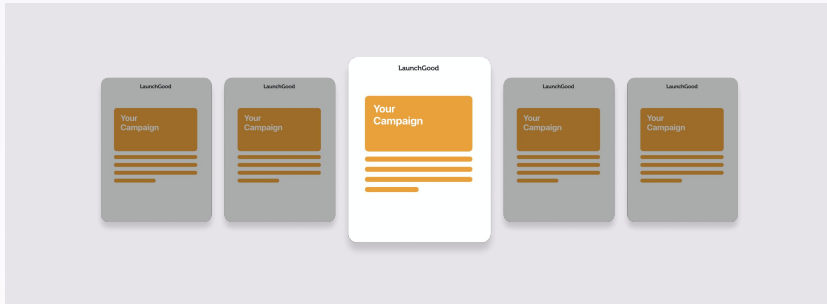
Website feature tiers	Expected ROI*
\$50,000	\$100,000 - \$200,000
\$25,000	\$50,000 - \$100,000
\$10,000	\$20,000 - \$40,000
\$5,000	\$10,000 - \$20,000
\$2,500	\$5,000 - \$10,000

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



Newsletter Feature

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



Ramadan bundle:

5 newsletters
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

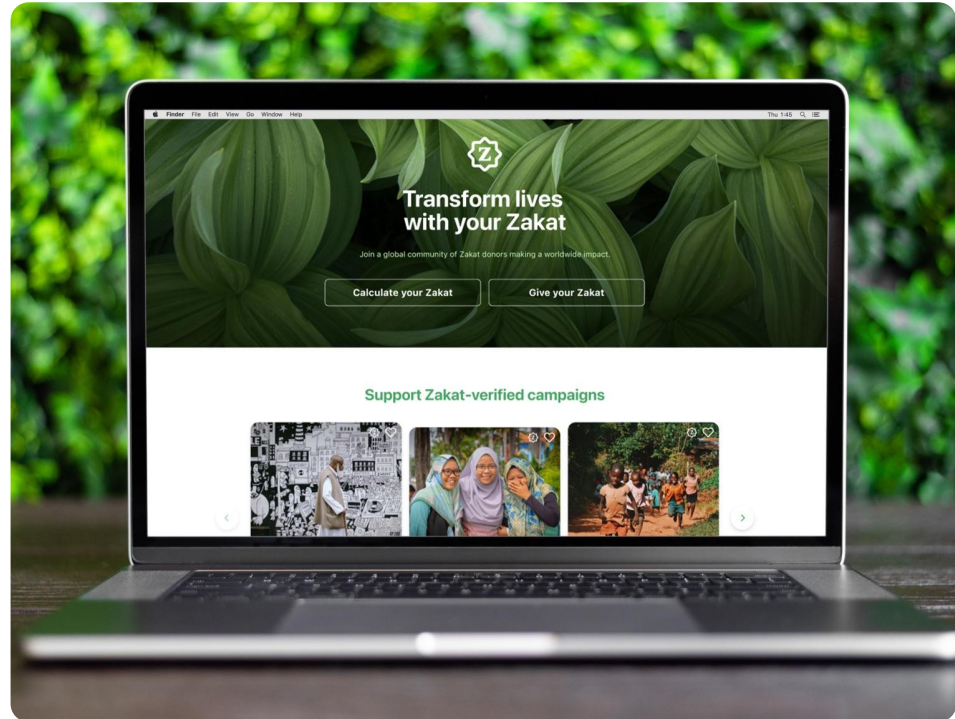


Zakat Feature

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

Price: **\$5k**

-  Campaign will be featured on the Zakat landing page for 30 days of Ramadan.
-  Your campaign must be Zakat-verified according to LaunchGood's Zakat policy.
-  All campaigns will be rotated with equal frequency and visibility throughout Ramadan.



ADD ON!



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

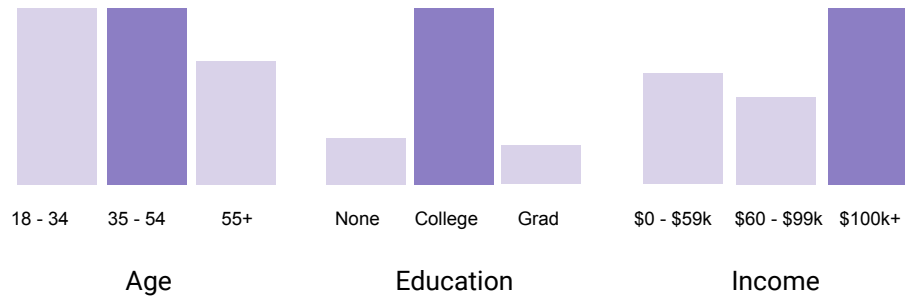
Note: All prices are in USD. A newsletter feature is considered an add-on and only available for purchase with the website feature.

Odd Nights Newsletter: Price is dependent on amount of audience segments purchased



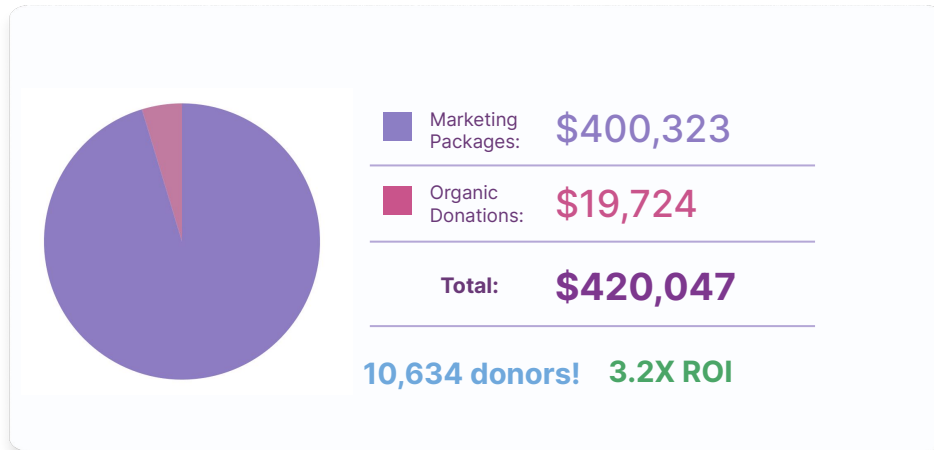
Who are our donors?

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



Bondh E Shams

Bondh E Shams provided clean water for 1 Million people in Afghanistan, Yemen, Pakistan & Bangladesh.



BONDH E SHAMS
THE SOLAR WATER PROJECT

URGENT APPEAL
RAMADAN

\$100 GIVES 100 PEOPLE
CLEAN WATER FOR 25 YEARS

Give Filtered Drinking Water

\$420,047 Funded

Have multiple campaigns?

Submit a separate application for each campaign.

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



Ramadan Marketing Package FAQs

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

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

Note: Campaign pages 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 on a first-come, first-served basis?

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've been accepted?

You will receive an email confirmation, as well as invoices for the packages you have been approved for. You can expect to hear from us before March 5th.

How/when is payment due?

Via credit card or ACH/bank transfer by March 1st. You will receive a 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 the amount invested (depending on your package).



Key Dates

- February 14th Last day to apply
- February 22nd Approvals and invoices go out
- February 22nd All approved campaigns notified
- *Deadline to accept 48 hours*
- March 1st All payments must be made
- March 22nd 1st night of Ramadan
- April 17th 27th night of Ramadan
- April 21st Eid-ul-Fitr

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

FEBRUARY

			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				

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						



Thank You

Apply for a
package today!

[Apply now →](#)

Questions? Contact
LaunchGood.com/AlwaysOn

LaunchGood