



## ***“Gift Now, Travel Later”***– Philantopia’s Response to The CV19 Crisis

A Guide to Help You Get Started – How it Works!

**What:** The ***“Gift Now, Travel Later”*** campaign is designed to provide immediate support to nonprofits through the sale of Philantopia.com discounted luxury travel packages direct to the general public.

**Who Can Participate:** Anyone trying to generate immediate funds for their organization will benefit from the ***“Gift Now, Travel Later”*** promotion.

**How:** For each travel package sold at the discounted “Reserve” price as listed on the Philantopia.com website, purchaser may designate a charity of choice and Philantopia will donate 10% of the “Reserve” price paid to the nonprofit. The nonprofit will be notified of the donation at time of payment and receive monies within 10 days from the date of purchase.

**Who Can Purchase the Packages?** Philantopia will open up their portfolio of discounted luxury travel packages to the general public for purchase. Nonprofits’ entire donor base may purchase direct from Philantopia.com. Travel packages are subject to availability.

**Benefit to Purchaser:** On most packages, the purchaser of the travel package(s) will receive an extended two-year expiration (packages normally expire in one year) in addition to a fabulous vacation, as well as have the added benefit of helping a worthy cause during difficult times.

**Benefit to Nonprofit:** Philantopia will pay 10% of the “reserve” price to the buyer’s designated nonprofit within 10 days of purchase. There is no limit to the number of packages purchased or to the amount donated to a specific charity.

**How long will Philantopia offer this promotion?** The promotion runs through July 2020. An extension to the campaign is at the sole discretion of Philantopia management and, if so determined, will be posted on the website.

**How can we promote it:** Philantopia has a number of different marketing programs available to help you in the promotion of this ***“Gift Now, Travel Later”***. Philantopia can assist nonprofits by providing:

- Email templates – Philantopia will provide complimentary *customized* email templates for you to choose from and send to your donor database.
- Mailchimp – In the event your organization does not have a database platform for your organization, Philantopia will help set up an initial Mailchimp account.
- Press Releases – Philantopia will provide a complimentary press release template for you to customize and distribute to your local & regional media outlets promoting your promotion.
- Photography – Philantopia maintains a photo library consisting of beautiful photography, which can be used by the nonprofits to promote the “*Gift Now, Travel Later*” promotion.

**Getting Started: Contact Philantopia Auction Advisors who are available to answer any questions you may have and assist you with the marketing materials above, they can be reached by calling 877-738-1978.**