



SUGGESTED EMAIL SUBJECT: A New Way to Support [NGO NAME]!

INVESTING IN COMMUNITIES® (IIC)
Get Giving_{sm}!

Dear Valued Supporters,

We're excited to announce that [NGO NAME] has become an Investing In Communities® (IIC) Nonprofit Partner **and can now receive funds through IIC®**.

IIC is a web-based nonprofit that is turning the real estate industry into an engine for philanthropy. The process is simple:

1. An IIC Friend - an IIC supporter who may need real estate services - approaches an IIC Real Estate Member with their real estate need or asks their preferred broker to join IIC. If he or she is not already a Member - it's fast and easy!
2. IIC Real Estate Members agree to pledge no less than 10% of their commission to their client's preferred IIC Nonprofit Partner/s.
3. IIC distributes the dollars generated by a real estate transaction to the selected nonprofit/s. The real estate client *directs* the philanthropy, but the *cost* is solely at the Real Estate Member's expense.

By making your real estate transactions IIC transactions, you can generate financial support for [NGO NAME] **at no personal cost!** Just be sure to earmark your broker's IIC Pledge to [NGO NAME]. It's that simple. Visit www.iiconline.org today!

P.S. Become a Fan of IIC on Facebook and help us tell the world to *Get Giving_{sm}!*