



CHARITABLE GIVING THROUGH
PARTICIPATION

www.directbuygives.com

DirectBuy of Cool Springs
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What is DirectBuy Gives?

DirectBuy Gives is a funding program for non-profit organizations which solicits joint participation between the charity, the employer and DirectBuy. It is totally funded by DirectBuy.

This charitable funding program diverts dollars from media advertising to local charities as an incentive for their supporters to visit DirectBuy.

Just for visiting . . .

Participants receive a choice of

- Free 30-Day membership

Or

- \$500 - \$1000 membership discount (depending upon type and length)

Plus

- \$100 donation to charity of your choice

And

- If you become a member, an additional \$250 donation to your designated charity.



What's in it for me?

“I will engage in no transaction that does not benefit all whom it affects.”

Napoleon Hill

Charity

- Donations
- New funding option to offer supporters
- Exposure to donors who land on our site from outside

Participant

- Support your charity without out-of-pocket spending
- Ability to rally other supporters for a shared cause
- Free 30-day membership to buy with no retail markup
- Substantial discounts on membership options
- Long-term benefits of buying with no retail markup

DirectBuy

- New people learn about our unique way of buying
- We help charities fund many needs with substantial contributions
- Money goes to the community, not media spending



How much are we talking about?

With advertising, most people visit DirectBuy when they are doing projects or making major furnishings purchases, so a high percentage become members.

With DirectBuy Gives, many of the participants may not have immediate needs and just hope to learn about future possibilities, so we are using very conservative numbers in these projections.

10 Participants Per Week

% Joining	\$ Per Week*	\$ Per Year*
10%	\$1,250	\$65,000
20%	\$1,500	\$78,000
30%	\$1,750	\$91,000

30 Participants Per Week

% Joining	\$ Per Week*	\$ Per Year*
10%	\$3,750	\$195,000
20%	\$4,500	\$234,000
30%	\$5,250	\$273,000

*Based on \$100/visit and \$250 per new member



About DirectBuy

DirectBuy is the home improvement and furnishings club with direct, insider pricing.

Members are able to purchase directly from over 700 major brand manufacturers and their dealers with no retail markup, just like stores do, and save up to 50% and more off their prices.

Long term success

- DirectBuy was founded in 1971 and has over 130 locations in the U.S. and Canada
- Steve Blume and John Langley opened Cool Springs in 2002 as a locally owned and operated franchise.
- Cool Springs has over 4,000 members locally.

Reputation matters

- DirectBuy of Cool Springs is a Better Business Bureau Accredited Business with a rating of A+.

Community matters

- Owner Steve Blume is on the advisory board for both Habitat ReStore and the Better Business Bureau of Williamson County.





DirectBuy is supported by members.

Membership prices vary depending upon the type and length chosen, and range from hundreds of dollars for an internet membership to several thousand for a 10-year renewable option.

Open House times allow non-members to tour the showroom, discover the manufacturers, pricing, services and evaluate membership options.



Visits can be scheduled on www.directbuygives.com.

