



PWI PRODUCTS

Project World Impact is an online hub that provides nonprofits with innovative tools that take their fundraising and visibility to the next level. PWI is helping over 100,000 nonprofits connect with over 10,000,000 users and counting.



Charity CRM



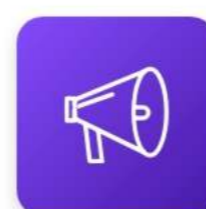
Profile



Stories



Resource
Library



Shoutout



Google Grant
Management



Search



Swipe



Storyteller



GroupGive



Crowdfund



Shopping



Soapbox



Auction



Events



Text2Give



Convene



FormBuilder



Support
Center



PWI Marketing



PWI Vision

Impact hundreds of millions of people.

PWI Mission

Connect people with ways they can impact the world's most fundamental needs.

The Project World Impact Story

A big part of what makes PWI unique is the journey and vision of the Founder and CEO, Chris Lesner.

In college, Chris helped launch a marketing company that quickly grew to be a multimillion dollar company serving multiple Fortune 500 companies. Approaching graduation, Chris was in a unique position for a young entrepreneur. He had been offered a six-figure salary and equity in the company he had helped to start.

Throughout his journey, Chris had a passion for helping nonprofits grow their funding, increase their visibility, and improving their operations. This was driven by the fact that 130 million people in the USA were searching for information related to nonprofits every month.

After meeting with many nonprofit leaders, Chris realized that most organizations struggle with fund raising and the ability to reach a large audience.

Rather than continue growing the marketing company he helped build, Chris decided to take a leap of faith with the goal of helping tens of thousands of nonprofits across the world by providing software and marketing services through PWI.

He knew then that helping thousands of nonprofits with their needs meant PWI would ultimately assist hundreds of millions of people around the world.

Today, PWI is actively helping over 100,000 nonprofits get in front of over 10 million people, significantly increasing their funding.

FREE PRODUCTS



Charity CRM



PWI Profile



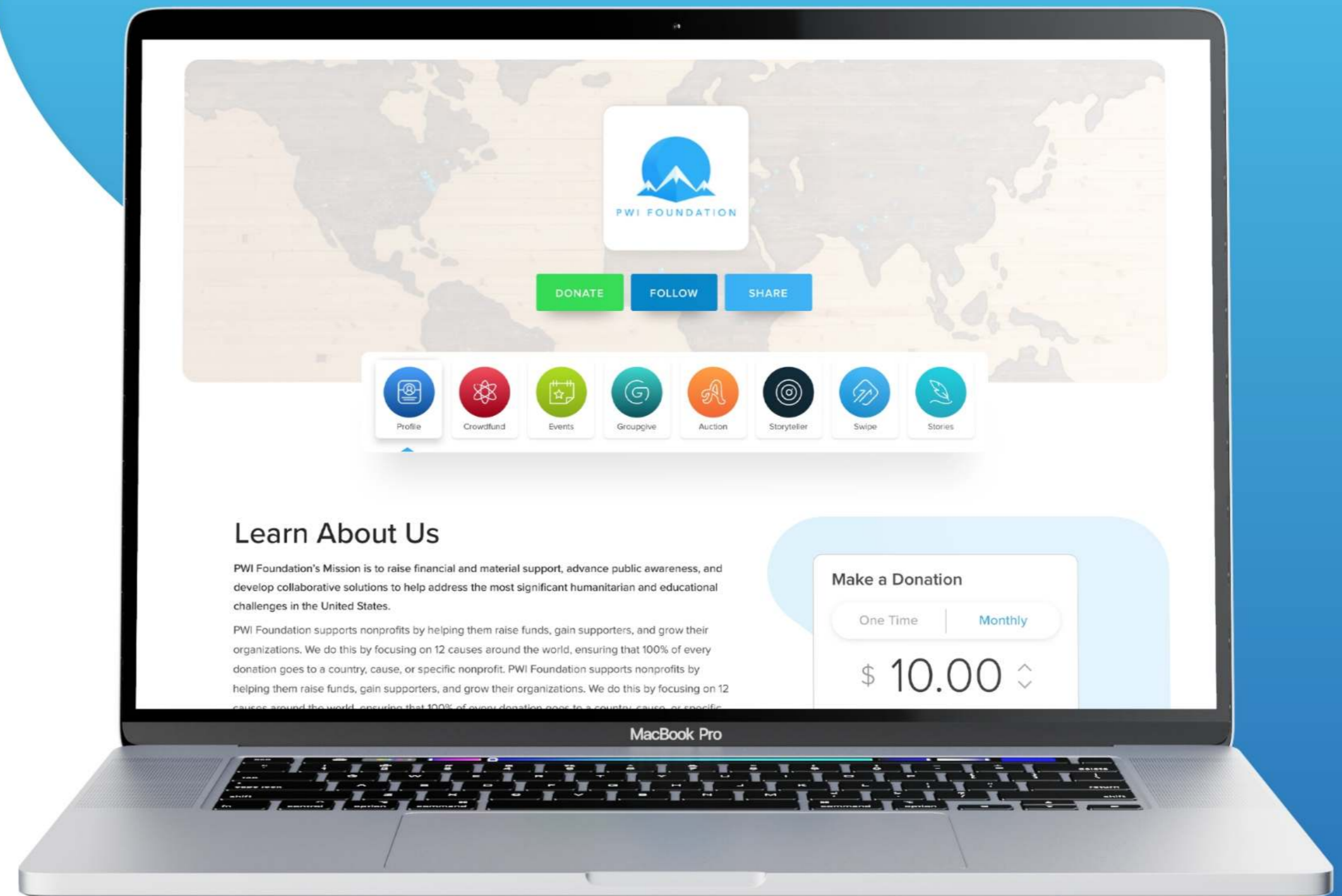
PWI Stories



PWI Resource
Library



PWI Shoutout





Charity CRM

Charity CRM

Manage information from your supporters, donors, and volunteers all on PWI CRM.

1. Unlimited contacts & users.
2. Run reports to better understand your donors giving.
3. Integrate your email and accounting providers to gather email and donation data.



This product will help you enhance your

VISIBILITY



PWI Shoutout

PWI Shoutout

Let us share your message with the world.

1. Complete our simple form and we will give you a shoutout each month on our PWI Twitter account @pwihub.
2. Each shoutout tweet can be seen by over 50,000 people with an interest in nonprofits just like yours.
3. Our social channels have an audience of over 300,000 visitors each month and are seen by millions of people each month.



This product will help you enhance your

VISIBILITY

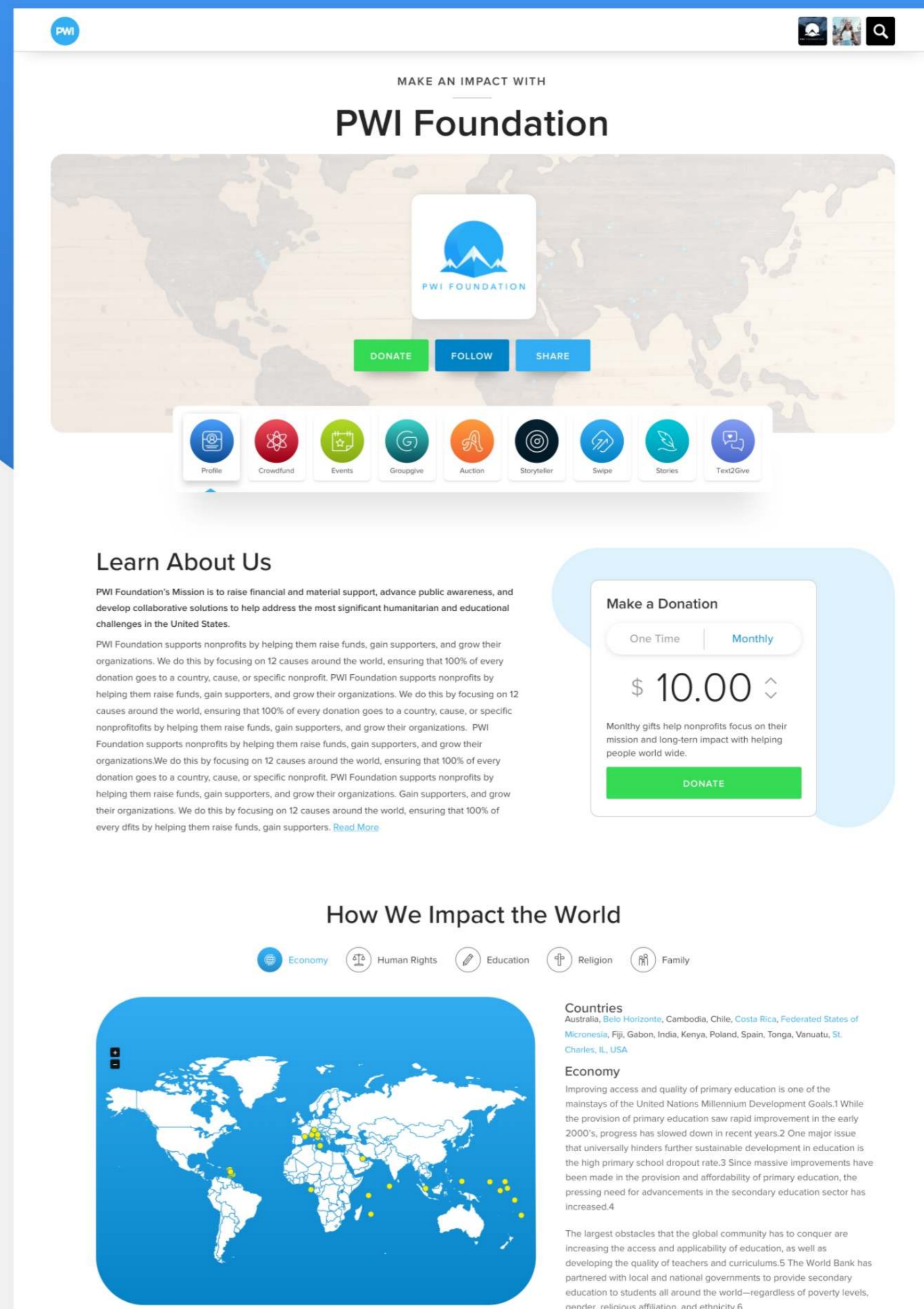


Raise awareness by placing your organization's mission in front of 10 million users and counting.

1. Share what you do with our audience.
2. Share images and videos that showcase your great work.
3. Allow people to sign up for your email list from your profile.

This product will help you enhance your

VISIBILITY



Countries

Australia, [Belo Horizonte](#), Cambodia, Chile, [Costa Rica](#), [Federated States of Micronesia](#), [Fiji](#), Gabon, India, Kenya, Poland, Spain, Tonga, Vanuatu, [St. Charles, IL, USA](#)

Economy

Improving access and quality of primary education is one of the mainstays of the United Nations Millennium Development Goals.¹ While the provision of primary education saw rapid improvement in the early 2000's, progress has slowed down in recent years.² One major issue that universally hinders further sustainable development in education is the high primary school dropout rate.³ Since massive improvements have been made in the provision and affordability of primary education, the pressing need for advancements in the secondary education sector has increased.⁴

The largest obstacles that the global community has to conquer are increasing the access and applicability of education, as well as developing the quality of teachers and curriculums.⁵ The World Bank has partnered with local and national governments to provide secondary education to students all around the world—regardless of poverty levels, gender, religious affiliation, and ethnicity.⁶

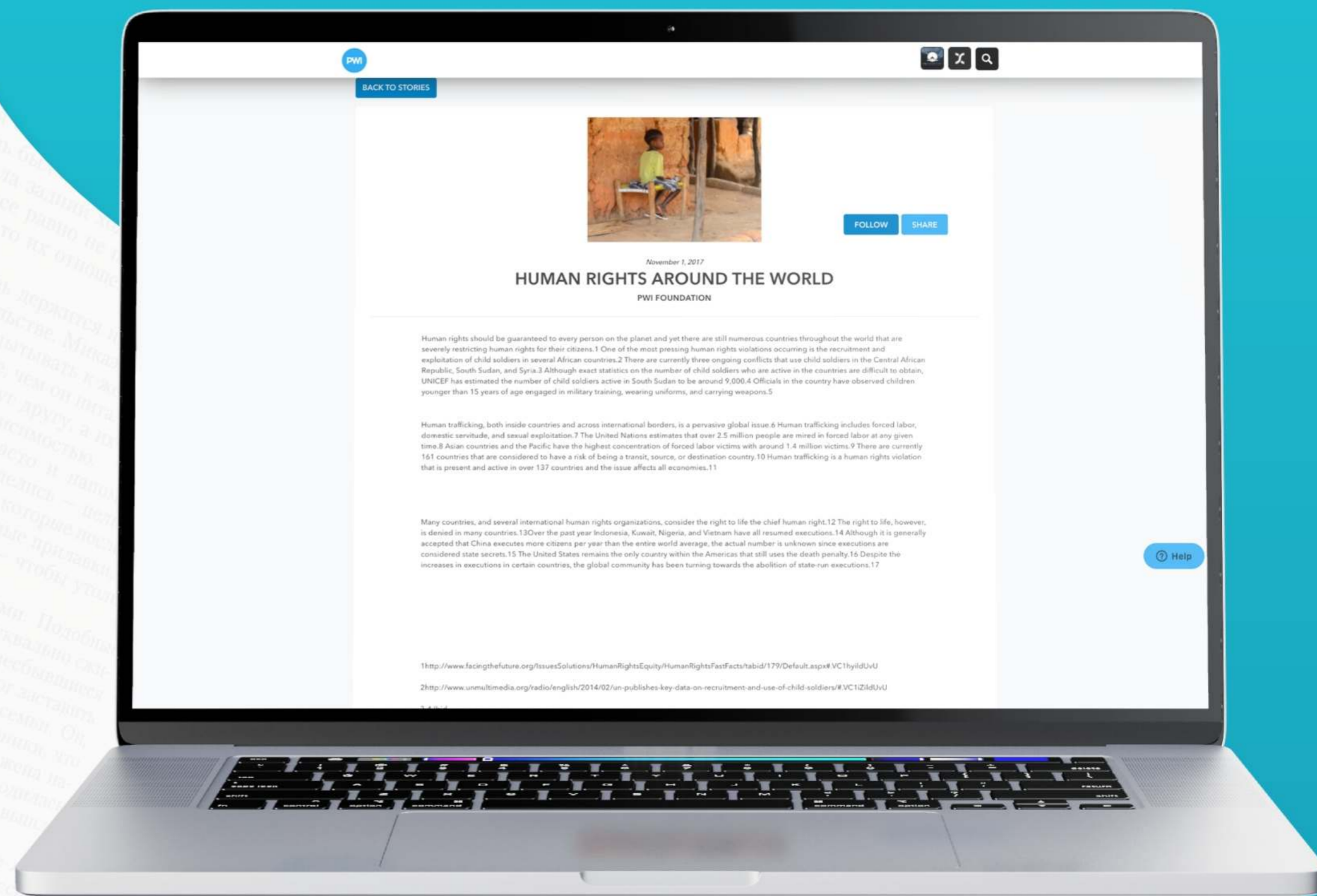


PWI Stories

PWI Stories

Inspire others by sharing your nonprofit's stories on PWI's one-of-a-kind blog platform.

1. Share about your recent initiatives to keep your supporters up to date.
2. Include images to show the impact of your nonprofit's mission.
3. Publish your stories and connect with your social media to engage a new audience.



This product will help you enhance your

VISIBILITY

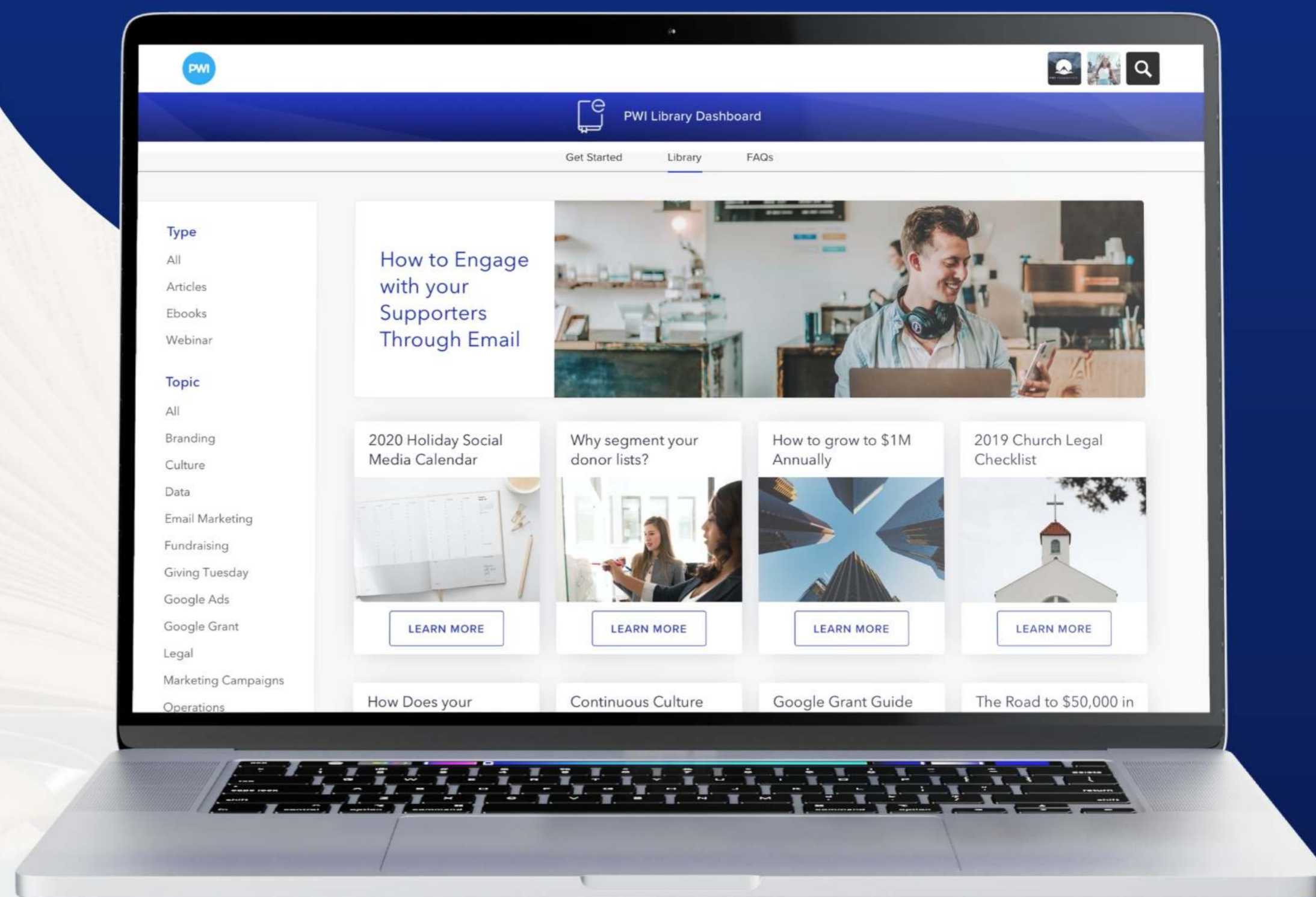


PWI Resource
Library

PWI Resource Library

Online resources increase funding, expand your visibility, and continuously improve your operations.

1. Articles and posts from nonprofit experts & leaders across the world.
2. Gain insight from trusted sources quarterly.
3. Resources are easy to consume and share.



This product will help you enhance your

OPERATIONS

PRO PRODUCTS



PWI Google Grant
Management



PWI Search



PWI Swipe



PWI Storyteller



PWI GroupGive



PWI Crowdfund



PWI Shopping



PWI Soapbox



PWI Auction



PWI Events



PWI Text2Give



PWI Convene



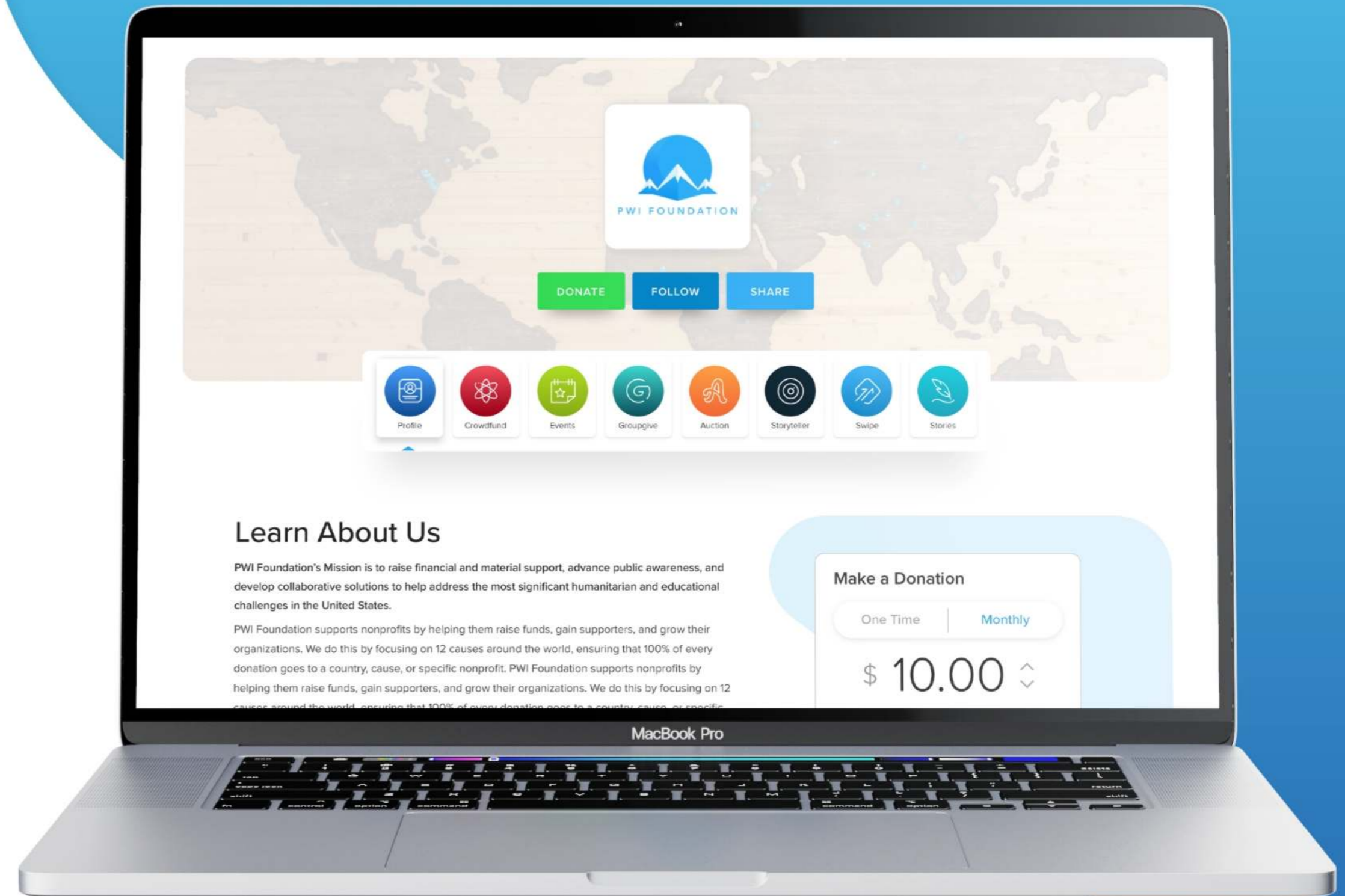
PWI FormBuilder



PWI Support
Center



PWI Marketing





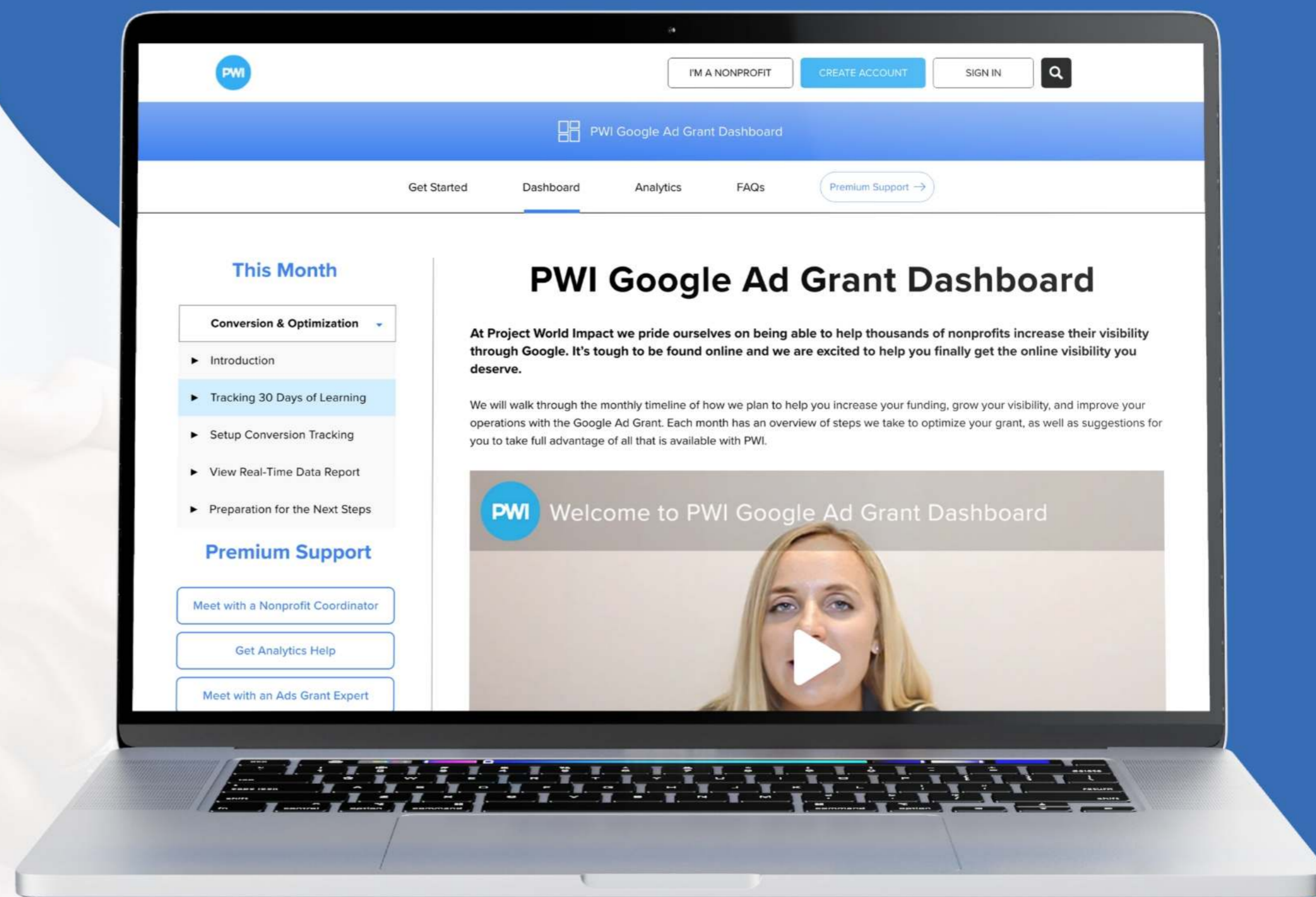
PWI Google Grant
Management

PWI Google Grant Management

Unlimited Google Ad Grant Management.

1. Google offers \$10,000 worth of Google Ads every month to approved nonprofit organizations.
2. Allows you to get in front of the right audience when people are typing in various keywords that are relevant to you and your work.
3. Nonprofits we work with typically see between 1,000-10,000 new people visit their site each month because of Google Ad Grants program.

The Google Ad Grant helps nonprofits reach more supporters and lower the barrier to donating while increasing awareness for your cause.



This product will help you enhance your

VISIBILITY

100,000+
Impressions per year

=

10,000
New potential people engaged
with your work

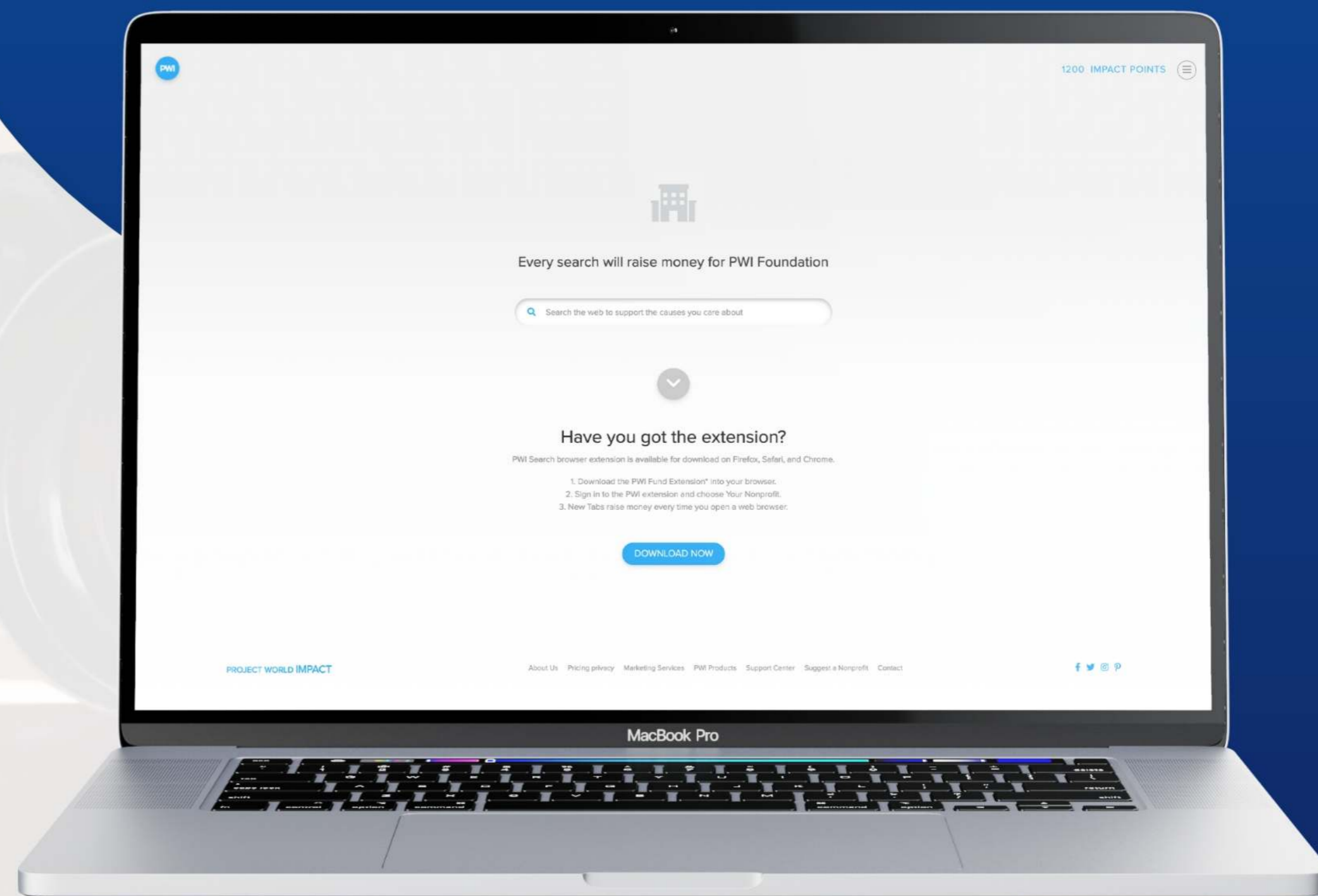


PWI Search

PWI Search

Raise money with every search.

1. Every tab opened by a supporter raises money for your organization.
2. With every web search, small amounts of change are accumulated and are given to your organization.
3. Keep your nonprofit in front of your supporters every time they open a new tab.



This product will help you enhance your

FUNDING

500
Number of supporters

X

\$100
Average raised funds
per supporter per year

=

\$50,000
Additional Annual
Revenue



PWI Swipe

Supporters can donate
spare change with every
purchase they make.

PWI Swipe

*Supporters of your organization can donate
spare change from everyday transactions.*

1. Supporters can connect their credit cards to automatically have their change from every purchase be rounded up to the nearest dollar and be given to you.
2. We've formed secure partnerships with over 3,000 banks through Stripe, a payment processing service.
3. The PWI Foundation takes 0% and handles all charitable contribution tax documentation.



This product will help you enhance your

FUNDING

100

For every 1,000 of your supporters,
100 on average donate spare
change to your organization.

x

\$30

Average amount of
monthly spare change
from a donor

x

12

Months per year

=

\$36,000

Additional Annual
Revenue

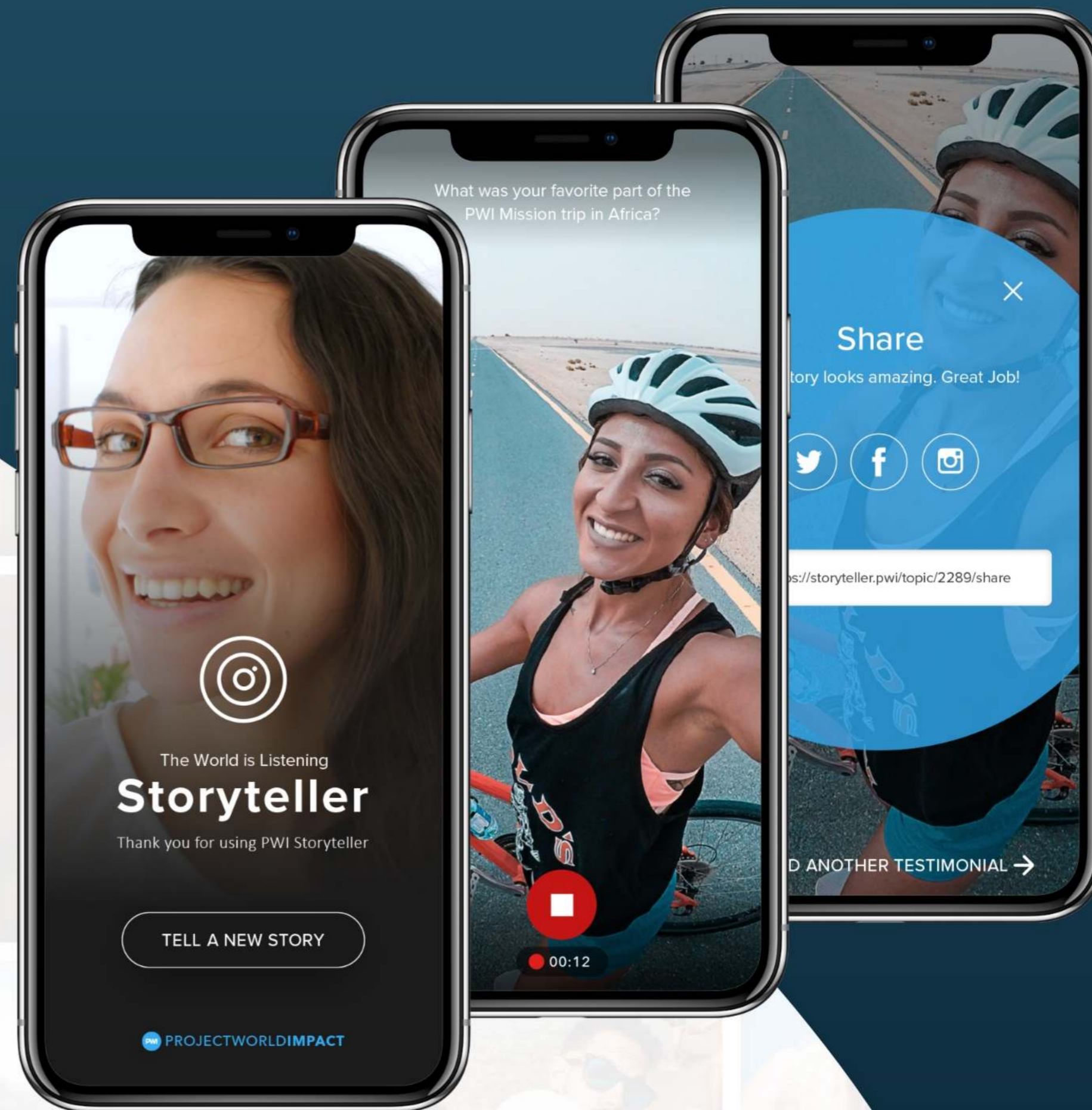


PWI Storyteller

PWI Storyteller

Capture testimonial videos from your network with ease.

1. Download the PWI Storyteller App in the App Store or Google Play store and choose the nonprofit, country, or cause to tell your story.
2. Read the questions or prompts provided and record yourself telling your story.
3. Story is automatically given to the nonprofit. Feel free to share your story on social media.



This product will help you enhance your

VISIBILITY

100

People sharing
testimonials

=

10,000+

New impressions for
your nonprofit



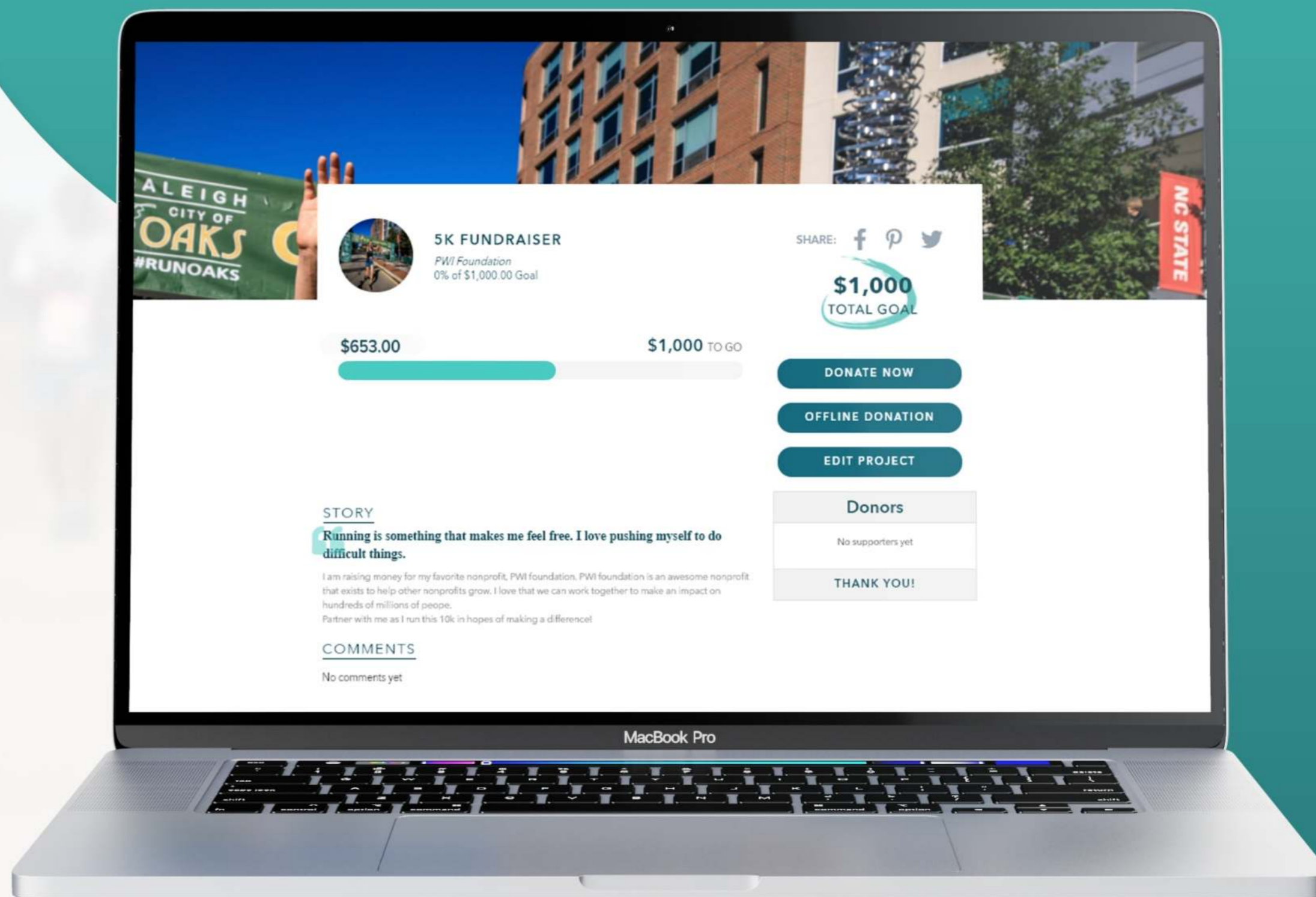
PWI GroupGive

PWI GroupGive

A peer-to-peer fundraising platform.

1. In less than five minutes, supporters can create individual fundraising pages for your organization.
2. Let your supporters create their own fundraising pages for your organization for any occasion: their birthday, a 5k, a bike ride, a personal page, or even a mission trip.
3. PWI takes 0% of the money you raise.

Your supporters can launch a campaign in minutes and share it with their family, friends, colleagues and more.



This product will help you enhance your

FUNDING

100
Projects

X

\$1,100
Average funds
raised per project

=

\$110,000
Additional Annual
Revenue



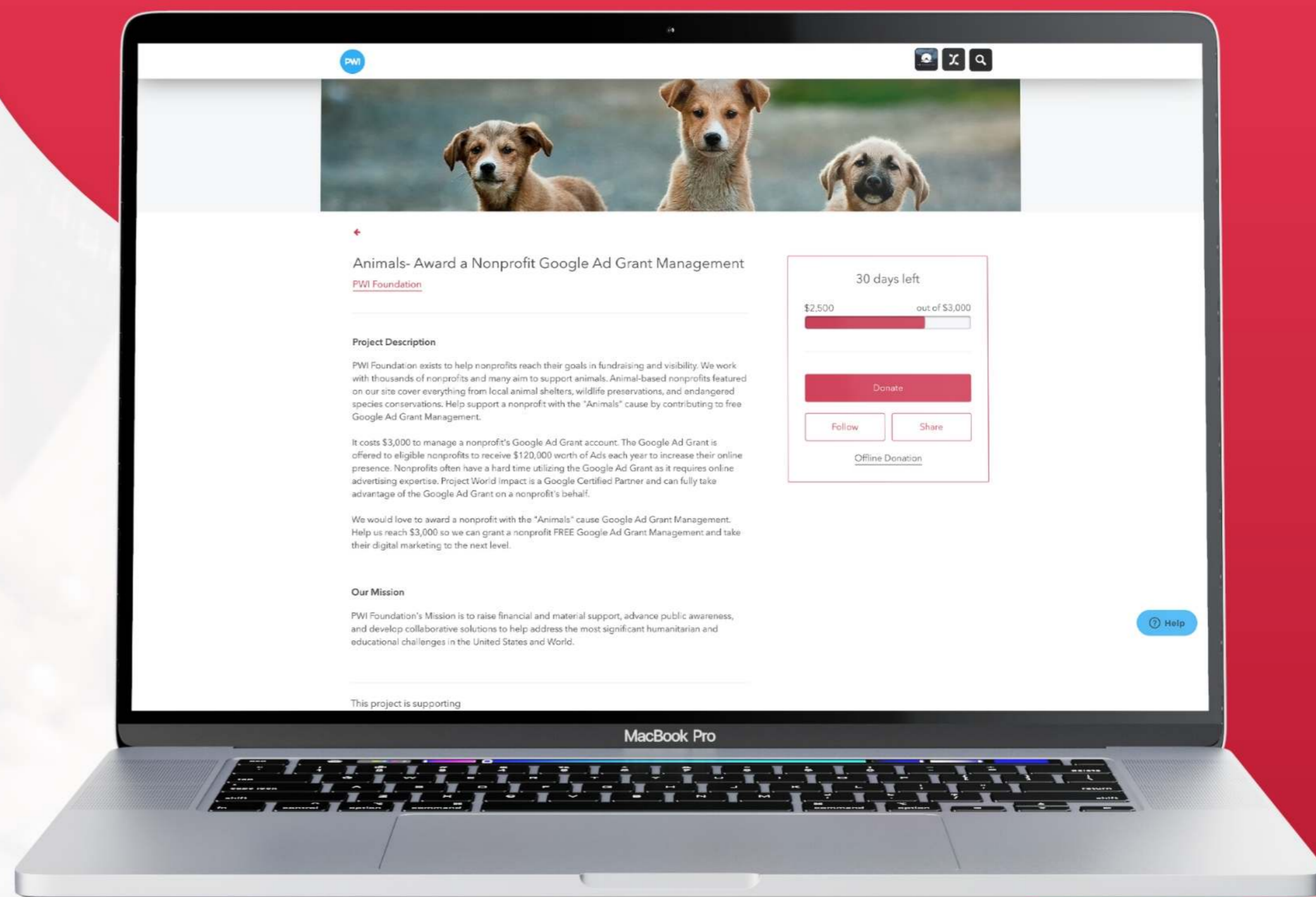
PWI Crowdfund

PWI Crowdfund

A nonprofit crowdfunding platform.

1. Crowdfunding is one of the most effective ways for nonprofits to raise money from large donor bases.
2. Create as many crowdfunding projects as you want with no additional fee.
3. PWI takes 0% of donations.

Over \$30 billion has been donated through crowdfunding to date.



This product will help you enhance your

FUNDING

12
Projects

x

100
Supporters

x

\$100
Gift each quarter

=

\$120,000
Additional Annual
Revenue



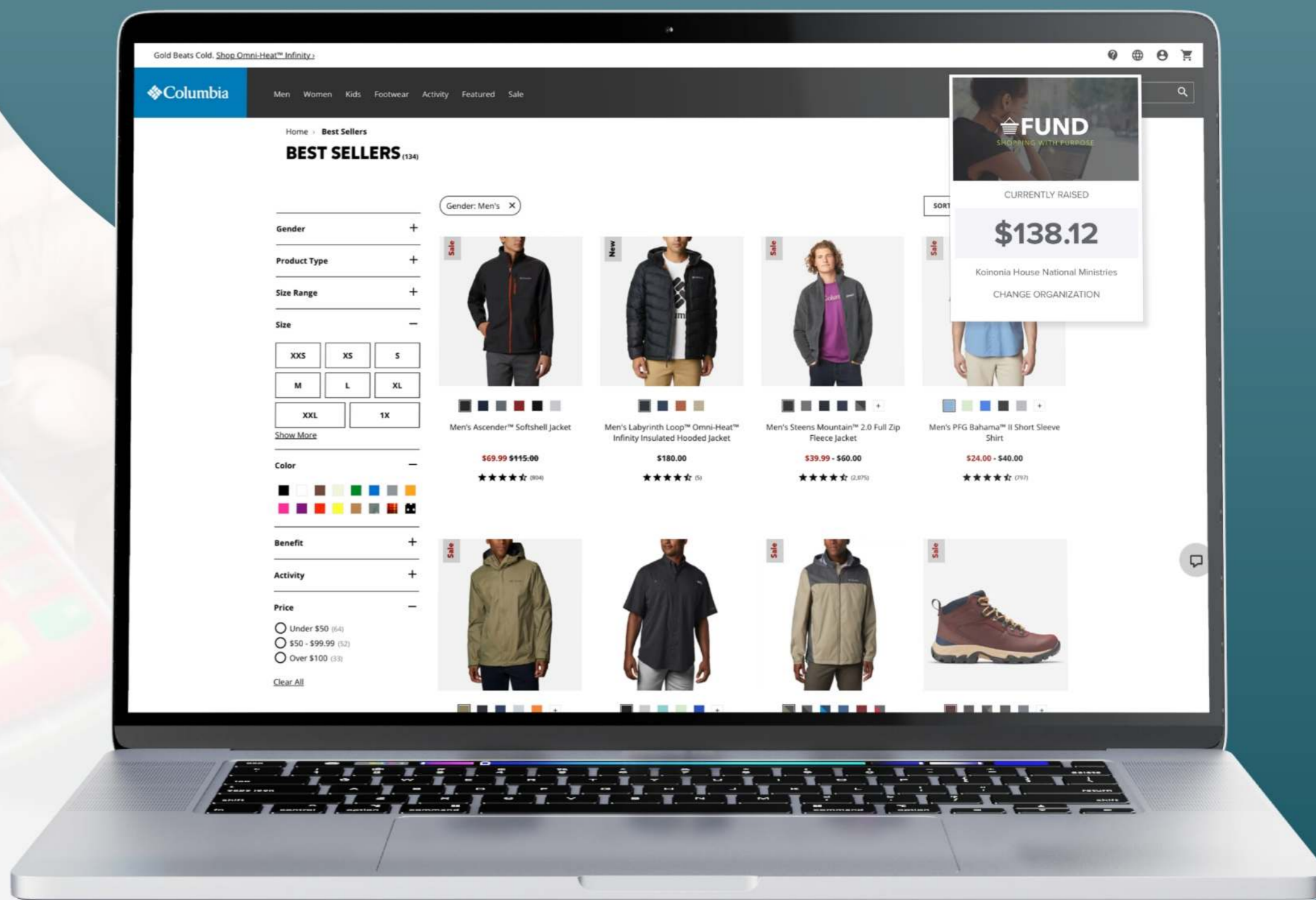
PWI Shopping

PWI Shopping

Give a percentage of your purchase to the organization you love.

1. With PWI Shopping, your supporters have the opportunity to give in one click. Set up is easy. Download the PWI Fund browse extension and raise money for your organization as you shop online.
2. Earn a percentage of each purchase from any of our 1800+ online retailers partnered with PWI Shopping.
3. Online shopping is becoming more and more popular. With PWI Shopping, your supporters raise money for you through their everyday online transactions.

Every time your supporter shops with one of our partnered retailers, you will receive a percentage of their purchase.



This product will help you enhance your

FUNDING

500
Number of Supporters

X

\$100
Average raised
per supporter per year

=

\$50,000
Additional Annual
Revenue

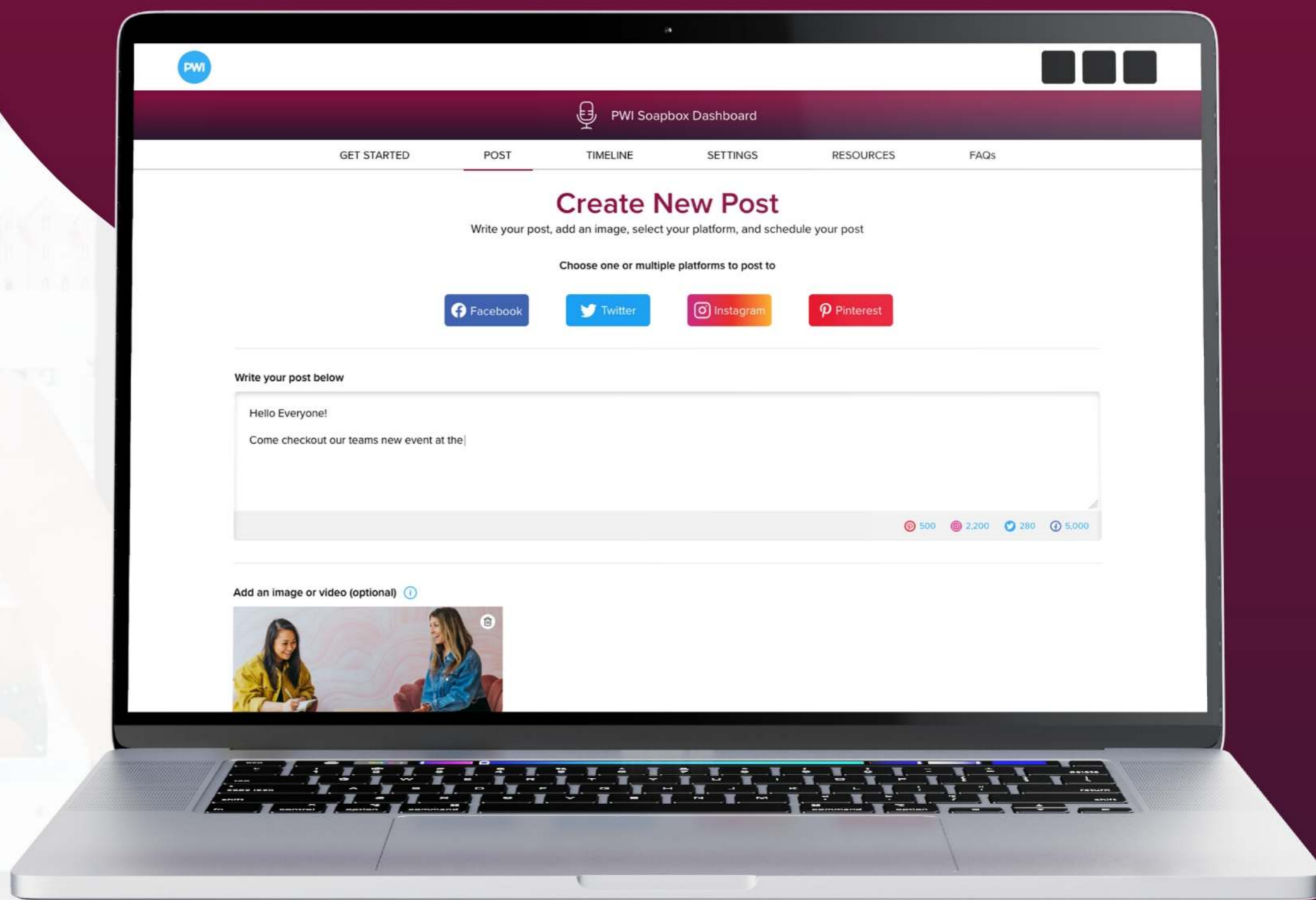


PWI Soapbox

PWI Soapbox

Social media scheduling software.

1. Schedule your posts in advance to save you time later.
2. PWI Soapbox allows you to post on Facebook and Twitter from one platform.
3. Use hashtag lists to make posting faster and reach a larger audience.



This product will help you enhance your

VISIBILITY



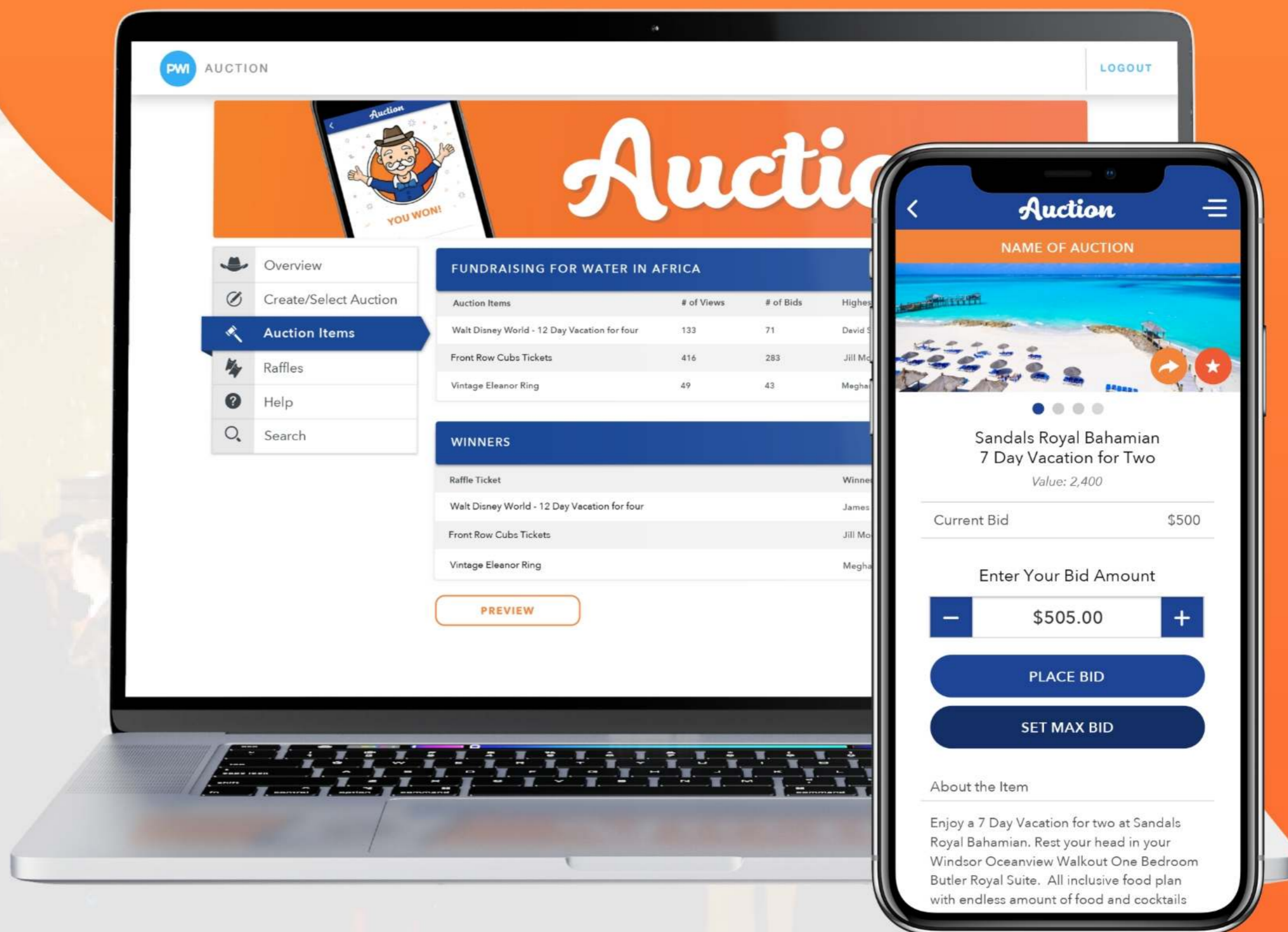
PWI Auction

PWI Auction

Make your next auction digital.

1. Manage your auction items, track bidding, and contact winners.
2. PWI Auction is a simple for your supporters to bid on items, buy raffle tickets, and more from their phone or computer.
3. PWI takes 0% of donations.

Run your auction on-the-go.



100

Auction Items

X

\$250

Average per product

X

2

Events per year

=

\$50,000

Additional Annual
Revenue

This product will help you enhance your

FUNDING



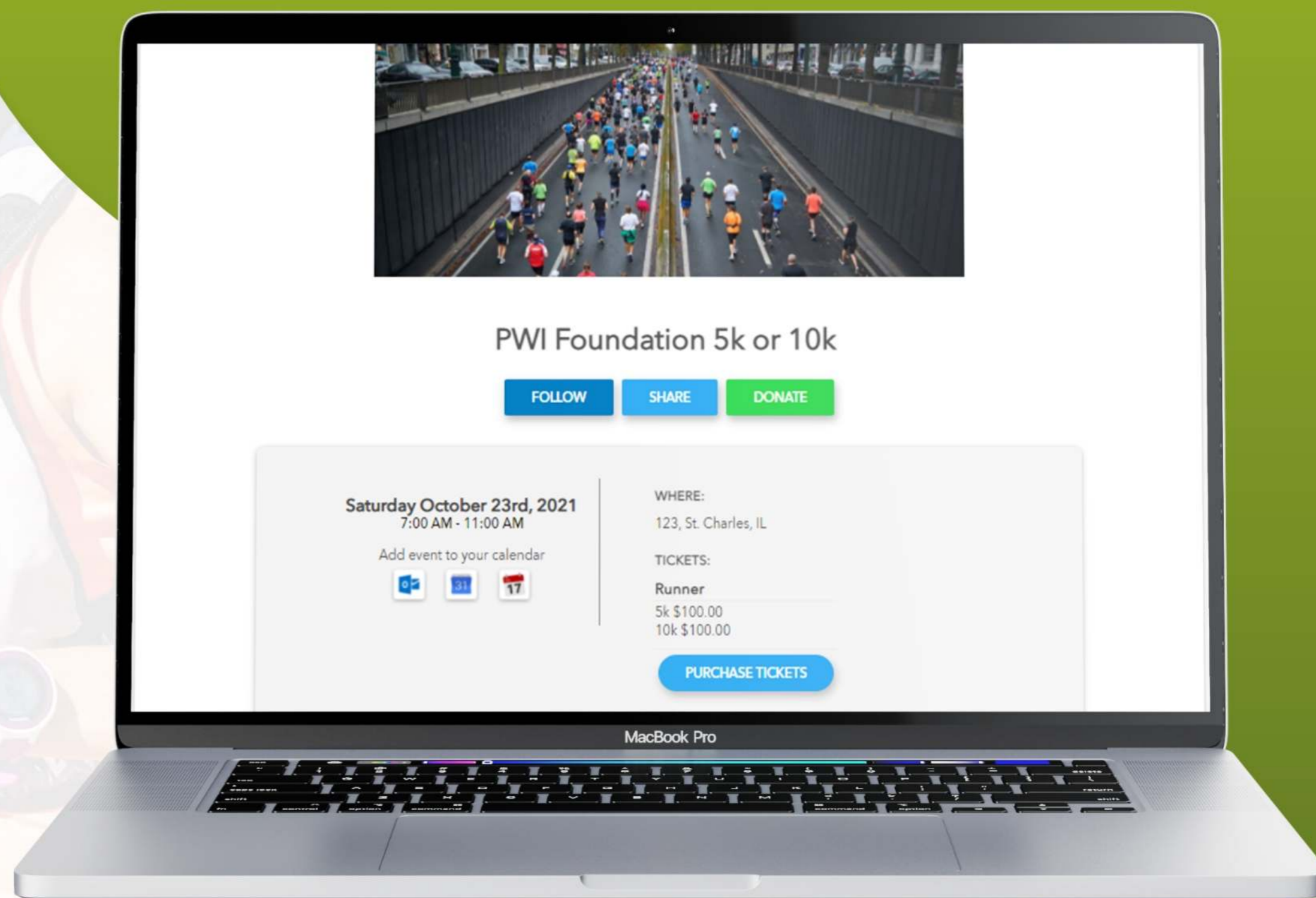
PWI Events

PWI Events

Easy to use event page.

1. Customizable event pages with all the details and attendee management tools you need for conducting a successful event.
2. Sell tickets for your event without any ticketing fees collected from PWI.
3. Share your event on your website, social media, email campaigns and more.

An easy way to raise money
for your organization.



This product will help you enhance your

OPERATIONS

2
Events per year

x

250
People

x

\$100
Per ticket

=

\$50,000
Additional Annual
Revenue



PWI Text2Give

PWI Text2Give

Give with just one text.

1. Supporters can make meaningful donations instantly from their phone
2. Share your Text2Give code - automatic replies will direct your supporters through the simple donation process.
3. PWI takes 0% of donations.

Help out PWI Foundation by donating today. <https://pwi.app/give/473>

Easy to use text giving technology.

Donation Amount
20.00

\$10 \$20 \$50 \$75

Personal Information

First Name Last Name

Email Address

How did you hear about us?
-- Select --

☐ I want to receive update emails from PWI Foundation

Billing Information

Address 1

Address 2

This product will help you enhance your

FUNDING

100
People

x

\$100
Average gift size

=

\$10,000
Additional Annual
Revenue

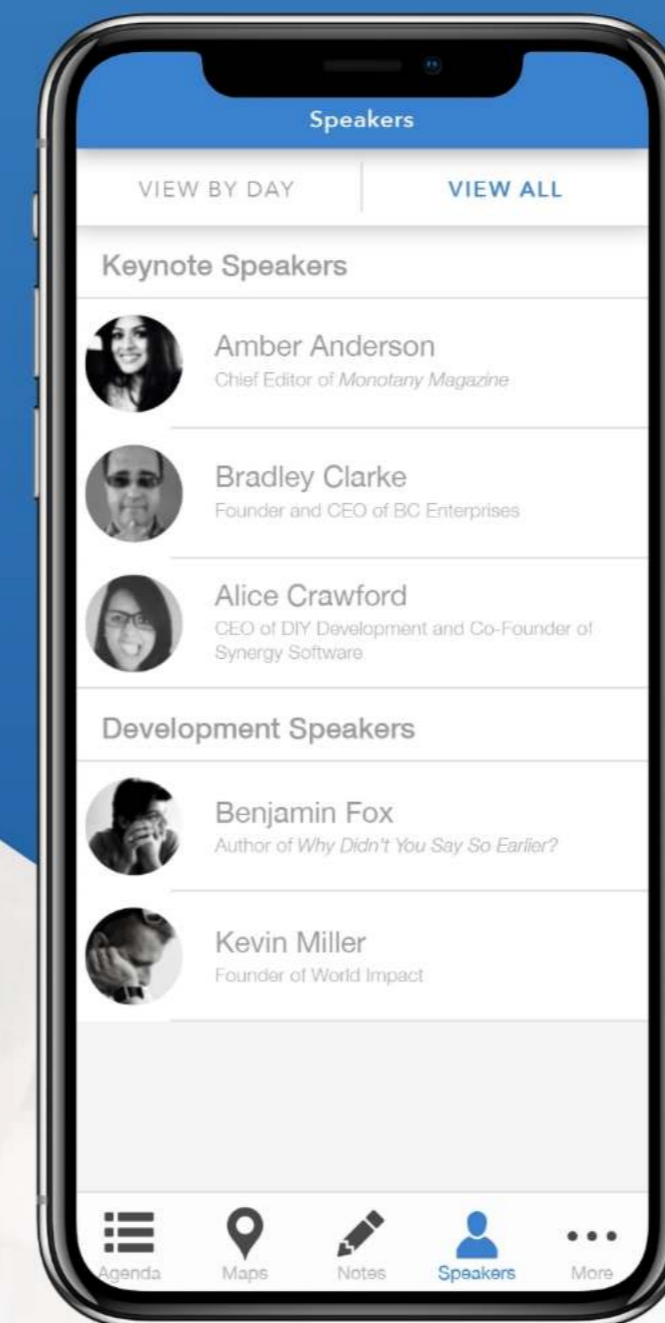


PWI Convene

PWI Convene

An easy to use conference app.

1. Your conference attendees can check the conference schedule, take notes, browse the line-up of speakers and navigate the conference venue.
2. Send real-time notifications to your conference attendees.
3. You can customize the app to meet your specific needs.

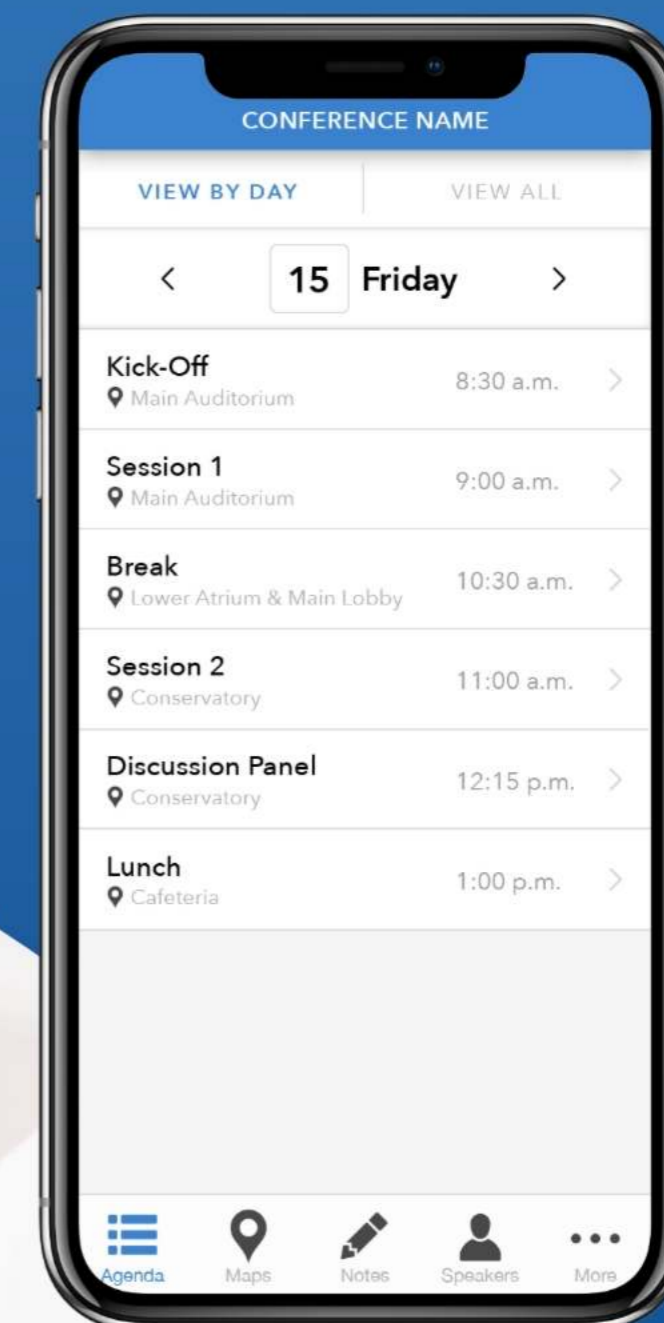


Maps

Allows users to quickly and efficiently navigate your conference. Multiple maps can be uploaded to the app.

Speakers

Users can read biographies of the keynote speakers at the conference.



Agendas

Gives users quick access to the conference schedule.

Notes

users can jot down ideas and key points from the conference.

This product will help you enhance your

OPERATIONS

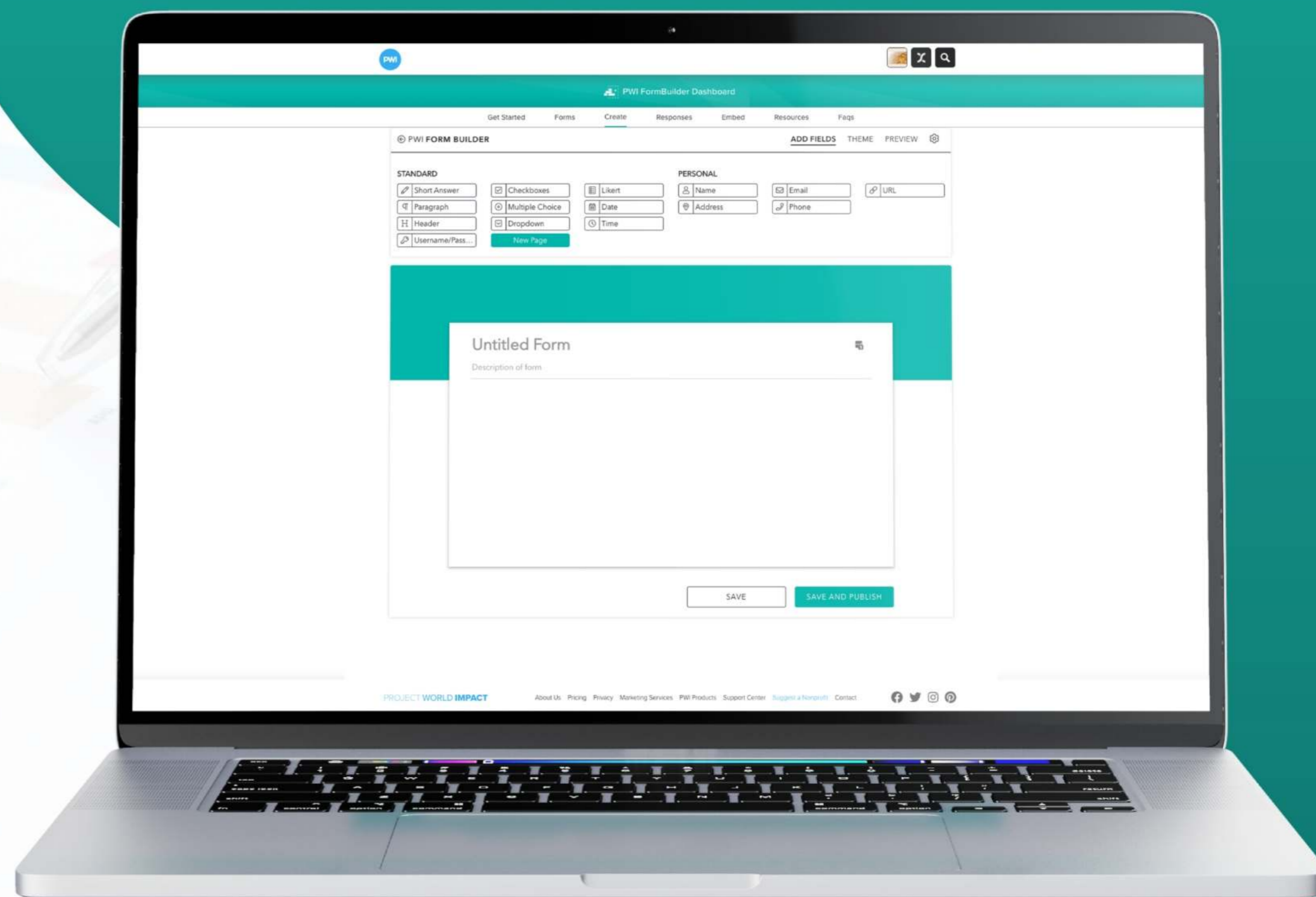


PWI FormBuilder

PWI FormBuilder

Allows for quick and easy form creation.

1. Create and edit forms and surveys.
2. See real-time reports and responses.
3. Embed forms on your website to collect responses.



This product will help you enhance your

OPERATIONS



PWI Support
Center

PWI Support Center

Make your next auction digital.

1. Our team will work with you to stay on track with a clear timeline to meet your organization's goals.
2. Schedule a meeting with our team any time at no charge.
3. We are based in the suburbs of Chicago and available every weekday by email or phone from 9-5pm CT.

This product will help you enhance your

OPERATIONS





PWI Marketing

PWI Marketing

Discounted marketing services starting at \$50/hr

Some of our clients are Fortune 500s, large restaurant chains, hospitality companies, churches, and nonprofits from across the country.



This product will help you enhance your

OPERATIONS

Fundraising Support

- Donor Acquisition
- Donor Conversion
- Donor Retention
- Donor Growth
- Donor Cultivation
- Donor Analysis + Segmentation
- Look-a-like Audience Creation

Website & App Support

- Website & App Creation
- Website & App Management
- Website Updates & Maintenance
- Website Edits & Speed Optimization
- Ecommerce Support & Development
- Third Party Software Integration
- Custom Software Development
- Server & Hosting Support

Marketing Support

- Custom Marketing Plans
- Lead Generation
- Customer Acquisition
- Advertising (Facebook, Instagram, Twitter, LinkedIn and Google)
- Email Marketing (Creation, writing, scheduling and drip campaigns)
- SEO
- Social Media Management
- Content Creation

Creative Design Support

- Branding
- Website Design
- App Design
- Print Design
- Logo Creation
- Social Media Designs
- Photography
- Videos

WE HAVE A PLAN FOR EVERY NONPROFIT

PWI Pricing

Billed Monthly or Annually

| | | |
|---|---|---|
| <div>Free</div> | <div>FREE</div> <div>was \$250/yr</div> | Free Products Included. |
| <div>10% off annual price</div> <div>Basic</div> | <div>\$250/mo</div> <div>\$2,500/yr (10% off)</div> | Choose One Product. |
| <div>10% off annual price</div> <div>Pro</div> | <div>\$500/mo</div> <div>\$5,000/yr (10% off)</div> | All Products Included. |
| <div>Personalized Product</div> <div>Enterprise</div> | <div>\$7,500/yr</div> | Choose One White-Labeled Product with Your Brand. |

Check out our Pro Plan timeline that guarantees you will be able to raise over \$50,000 in your first year using the PWI tools.

See details here: projectworldimpact.com/guarantee.

Sign up for PWI at projectworldimpact.com/pricing.

Additional marketing services can be provided on an hourly basis.
Contact us at nonprofit@projectworldimpact.com.

| PWI Products | Free FREE/mo | Basic \$250/mo | Pro \$500/mo | Enterprise \$7,500/yr |
|--------------------------------|-----------------|-------------------------|-----------------|---------------------------------------|
| PWI Charity CRM | ✓ | ✓ | ✓ | ✓ |
| PWI Profile | ✓ | ✓ | ✓ | ✓ |
| PWI Stories | ✓ | ✓ | ✓ | ✓ |
| PWI Resource Library | ✓ | ✓ | ✓ | ✓ |
| PWI Shoutout | ✓ | ✓ | ✓ | ✓ |
| Choose a Product | | Choose One Product ▼ | | Choose One White Labeled Product ▼ |
| PWI Google Ad Grant Management | | <input type="radio"/> | ✓ | |
| PWI Search | | <input type="radio"/> | ✓ | 👑 |
| PWI Swipe | | <input type="radio"/> | ✓ | 👑 |
| PWI Storyteller | | <input type="radio"/> | ✓ | 👑 |
| PWI Group Give | | <input type="radio"/> | ✓ | 👑 |
| PWI Crowdfund | | <input type="radio"/> | ✓ | |
| PWI Shopping | | <input type="radio"/> | ✓ | 👑 |
| PWI Soapbox | | <input type="radio"/> | ✓ | |
| PWI Auction | | <input type="radio"/> | ✓ | 👑 |
| PWI Events | | <input type="radio"/> | ✓ | |
| PWI Text2Give | | <input type="radio"/> | ✓ | |
| PWI Convene | | <input type="radio"/> | ✓ | 👑 |
| PWI FormBuilder | | <input type="radio"/> | ✓ | |
| PWI Support Center | | <input type="radio"/> | ✓ | |
| PWI Marketing | | <input type="radio"/> | ✓ | |

Billed Monthly or Annually