

# Perfect PLACES<sup>®</sup>

TURNING DREAM VACATIONS  
INTO CHARITABLE DONATIONS.



## TAP THE POWER OF TRAVEL TO DRIVE DONATIONS.

Are you looking for a new and creative way to build loyalty among current donors, attract new ones, and generate a steady stream of incremental revenue? All without spending a cent? Or using up valuable staff time?

Then take a closer look at Perfect Places—an innovative fundraising program that makes it simple for businesses to offer attractive travel packages to employees and customers for the benefit of nonprofit organizations like yours.

### What's so perfect about Perfect Places?

For starters, this is one donor acquisition and fundraising program where everyone wins—your organization, your corporate partner, and their employees.

- **It's a proven way to raise funds.** Your organization receives a portion of the proceeds from every trip purchased through Mitch Stuart Inc.
- **It's a valued employee benefit.** Your corporate partners can offer employees and customers the chance to buy or bid on hundreds of dream vacation packages at special charity rates.
- **It's a money-saving travel program.** Your partners' employees get preferred rates on fabulous travel packages at the same time they give back to a worthy cause—yours.

It's a win, win, win.

#### WHY PERFECT PLACES?

- BUILD DONOR LOYALTY
- EXPAND YOUR DONOR BASE
- ESTABLISH STRONGER RELATIONSHIPS
- CREATE A NONSTOP REVENUE STREAM
- GAIN FREE PUBLICITY
- INCREASE YOUR VISIBILITY
- REDUCE ADMINISTRATIVE BURDENS



Everyone wins.™



## EVERY VACATION BEGINS WITH A DONATION.

YOUR CORPORATE PARTNERS' EMPLOYEES CAN CHOOSE FROM MITCH STUART'S EXPANSIVE ONLINE CATALOG AND EXPLORE THE WORLD OF POSSIBILITIES—FROM A SIMPLE WEEKEND GETAWAY TO A LAVISH HAWAIIAN ESCAPE TO A MEMORABLE EUROPEAN HOLIDAY OR A THRILLING TRIP TO THE SUPER BOWL, THE MASTERS, NASCAR, OR WIMBLEDON. NO MATTER WHERE THEY CHOOSE TO TRAVEL, A PORTION OF THE TRIP'S PROCEEDS GO DIRECTLY TO YOUR CHARITY.

### Get publicity money can't buy.

When you engage corporate partners in our Perfect Places program, you'll get plenty of free publicity to increase your organization's visibility and build community. You'll have the opportunity to spread your message to thousands of individual employees, whether they purchase a travel package or not. In the process, you'll build awareness for your mission and the role your charity plays in improving people's lives.

### Expand your donor base.

With Mitch Stuart's Perfect Places program, you can reach out beyond your typical donor base and open the door to new untapped sources of revenue—from thousands of employees who work for corporations looking for deserving charities to support. Plus, you'll initiate new relationships with the individuals who buy trips, not just the organizations they work for.

Our Perfect Places program is a proven way to spark new relationships—by involving corporate leaders in an exciting and innovative program that pays big dividends with no investment on your part.

### Increase existing donor loyalty.

Perfect Places gives you another reason to engage your current corporate partners as well as their boards of directors. By encouraging current donors to offer employees our spectacular vacations, you'll cultivate even deeper relationships and potentially increase the frequency and dollar amounts of individual gifts. Not just during key fundraising drives, but all year long.

### We make it easy for nonprofits to profit.

Nobody makes travel-based fundraising easier to plan, run, promote, measure and afford than Mitch-Stuart Inc.

- We provide the presentation materials you need to approach corporate partners and present this exciting concept to decision makers and board members.
- We provide the press releases, e-mails, and web materials to promote Perfect Places vacations to corporate partners and their employees.
- We handle all the paperwork and administrative details of booking flights, hotels, car rentals, and transfers, freeing your staff and volunteers to carry out your vision and leaving you with more money to pursue your mission.

Our paint-by-numbers approach is designed to give you all the support you need to succeed without burdening your administrative staff.

### Together, we can do a world of good.

We invite you to tap the power of cause related marketing and the universal appeal of inspired travel to raise awareness, raise loyalty and raise money for your charity. To learn more about Perfect Places, contact Mitch Stuart Inc., the proven leader in travel-based fundraising for nonprofits. And discover the pulling power of travel.

800-574-9991

[www.mitchstuart.com/nonprofit\\_perfect\\_places.php](http://www.mitchstuart.com/nonprofit_perfect_places.php)

