

[insert date]

Marketing Club President

[insert school name and mailing address]

Dear \_\_\_\_\_\_\_\_,

Conteggo has a unique opportunity for your club to earn money, fundraise for your favorite nonprofits, and gain some valuable marketing experience (and references!).

Our company is simple – we offer data backup services. For $4.99 a month, we automatically back up your data to the cloud, so that if you have computer issues, your data is easy to recover (e.g. if your roommate comes home drunk and decides to play some ultimate frisbee with your laptop, you won’t lose that paper you spent all night writing). Like I said, it’s simple.

So, what’s the unique opportunity? Well, we’re looking to offer our services to students, and thought we might get the best results if we work with the local marketing specialists. Here’s what we’re thinking: first, you pick three of your favorite nonprofits (these can be university organizations, charities, or other qualified groups). Then, for every person you get to sign up with Conteggo, we’ll give 33% of our profit to the groups you chose.

This donation structure isn’t something we are putting in place for this project. It’s already our core business model! To get some quick info about Conteggo, check out our website [www.conteggo.com](http://www.conteggo.com), or check out this video: <http://vimeo.com/conteggo/effortless-fundraising>.

What about your club? For every subscriber you get to sign up for Conteggo, we’ll give you 10 cents per month. If you’re successful, this can add up and create a long-term revenue stream for your club. Could get you a statue on campus, who knows?

This is a great opportunity for your club to get some practical experience designing and implementing a marketing campaign. You can be as creative as you like with your campaign - so long as its legal and ethical, we support it. You can make videos of students describing data loss disasters, you can reach out to other campus orgs and leverage their membership, and you can even buddy up with the incoming froshies and their folks and teach them about data protection. It’s up to you!

If you’re interested, or if you just want to ask some questions, send me an email or give me a call (contact info below). Like I said, this is a unique opportunity to help some great causes and get some practical experience, which goes a long way in the real world. Oh yeah – one more little thing:

The first club to participate gets $500!

Regards,

Dean Matthews

Owner, Conteggo, LLC

dean.matthews@conteggo.com

Tel: 888-984-4626