

Local Charities & Appeals Opportunity for Free Internet Exposure

Ringwood based company Hits2leads Marketing is offering a free website and Internet marketing for a charity or charitable appeal for a local individual or cause and would like to invite any to contact this publication (insert name) to apply for this offer.

So why are H2L doing something for nothing? For their own gain I hear you cry! Well not exactly, it does go deeper than that as H2L's Marketing Consultant James Edgar explains;

"At the beginning of last year, a very close friend of mine approached me for help with her cousin. At 29 years old her cousin, Adam, was diagnosed with stage 4 bowel cancer and obviously the whole family was devastated and what horrendous news for such a young man with his whole life ahead of him. Needless to say this was a very upsetting conversation and the whole experience will stay with me for the rest of life!"

"Adam wanted a website building for him to raise money for his required medication which the NHS refused to give him. The cost of this medication is a ridiculous £55,000! I immediately and personally built a site overnight to start raising money. OK, I didn't get one of my designers to do it as it was over a weekend, so it wasn't much to look at but by December 2007 the site had raised nearly £70,000. I spent a weekend with Adam, his parents Sue and Ken and his sister, Amy who was now his full time carer while he was going through chemo etc. Such a wonderful brave family."

"Adam did not respond sufficiently to the treatment he had been fundraising for and sadly succumbed to his illness on the 10th December 2007, and passed away peacefully in the night."

So how did Adam's website raise so much money in such a short period of time? Well a combination of very experienced website and Internet marketing but also the amazing efforts by the whole Griffin family and their friends and colleagues setting up sponsored and fundraising events. The website received hundreds of thousands of hits and is still being visited by thousands today, although no donations are currently being accepted, with people sending their best wishes.

One of H2L's clients, Big Heart Bingo, the UK's only online charity bingo site promotes many charities and a large percentage of the winnings is donated to the charity of the players choice. Adam's appeal is still one of those. The new charity H2L take on will also be added to Big Heart Bingo's list which will offer huge exposure.

James Edgar continues; "The site is still live and can be visited at www.adamgriffincancerappeal.com, we'll leave it running for the moment and wait for the family to decide what direction to go in next, however we have suggested a memorial website to continue raising funds for Bowel Cancer UK which I think they probably will do.

I originally started all this without my company directors, Sue and Ferdi van der Linde's knowledge, I was so pleased when they agreed to do all this for free including hosting and marketing the site. The fact is Google loves charity sites and will look after them and that was a great help. The whole experience has been very cleansing to the sole to be honest, *but* I have also lost a new found friend far to soon. My Directors have asked me to find an additional active appeal to build and market a site for but this time we decided to support someone local to the community."

"We want *you*, the reader, to put forward by phone, fax, letter, email or at the website (see details below) which charity or appeal you feel is in need of such exposure and we will let this publication (insert name) choose which appeal or charity we will build and market the site for and once the site is built and underway, we will keep all of you up to date with not only the sites progress, obviously, but also to how the charity or appeal is going."

So there you have it, an opportunity for a free website to raise funds for your charity or appeal! No strings!

The only requirement we ask for is that, you must have a charity registration number. If you are an individual appeal and don't have a registration number, you can usually use a charities registration number if you are relevant to their charity and they agree to sponsor you. They are all generally very approachable and can be a huge help to you.

To submit your charity/appeal contact 'the publication' (insert name) here:

Phone:

Fax:

Email:

Web:

Postal address

Closing dates for applications: TBA

You can contact James Edgar at Hits2Leads Marketing on any of the following:

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