

**OVERVIEW – HOW MARKETING CONSULTANTS GROUP LLC'S  
EXCLUSIVE CELEBRITY SWEEPSTAKES FUNDRAISING CAMPAIGNS  
WILL RAISE MORE MONEY FASTER WITH LESS EFFORT FOR  
SELECTED NON-PROFITS AND GET PAID.**

# **CELEBRITIES**

**Want To Help Raise More  
Money Faster With Less Effort  
For Selected Non-Profits And  
Get Paid? Read This.**



**Marketing Consultants Group, LLC  
MarketingConsultantsGroup.com**

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## I. Here's How Our Exclusive Celebrity Sweepstakes Fundraising Campaigns Work

1. **Participants.** We hire Celebrities to promote our exclusive Celebrity Sweepstakes fundraising campaigns to their followers, consumers, and the media to raise more money faster with less effort for selected Non-Profits.
2. **Grand Prizes.** We work with our paid Celebrities and their representatives to determine Sweepstakes grand prizes to include time spent with our Celebrities.
3. **Marketing.** We create marketing materials featuring our Celebrities to promote our Celebrity Sweepstakes to our Celebrity's followers, the public and media.
4. **Administration.** We manage the administration of our exclusive Celebrity Sweepstakes campaigns in conjunction with a professional ticketing firm.
5. **Transparency.** We use a Certified Public Accounting firm for our Celebrity Sweepstakes to audit ticket sales, make payments to our paid Celebrities, for grand prize expenses, administrative fees and the Non-Profit's contribution.

## **II. Here Are The Things Our Marketing Consultants Group, LLC Will Do For Our Paid Celebrities To Raise More Money Faster With Less Effort For Non-Profits.**

1. Create and manage our Celebrity Sweepstakes fundraising campaigns for Non-Profits, including, but not limited to:
  - a. Help administering ticket sales and payments for our Celebrity Sweepstakes.
    1. Provide professional ticketing company to process credit card ticket sales and handle all administration tasks for our Celebrity Sweepstakes.
    2. Provide professional accounting and auditing by a Certified Public Accounting firm for all ticket sales, expenses and payments.
  - b. Help determine Celebrity Sweepstakes grand prizes to include exclusive time with our Celebrities.
  - c. Help create and test Celebrity Sweepstakes marketing materials including:
    1. Celebrity Sweepstakes graphic ad(s).
    2. Celebrity Sweepstakes social media pages.
    3. Celebrity Sweepstakes news releases.
    4. Celebrity Sweepstakes E-mails, direct mail and text messages for the media, consumers and donors.
2. We handle our Celebrity Sweepstakes contest applications and applicable contest fees to ensure that our Celebrity Sweepstakes comply with all local and state regulations.

### III. The NEXT BIG THINGS In FUNDRAISING?

#### Want To Help Raise More Money Faster With Less Effort For Selected Non-Profits? Read This.

Do you know how most of us can't remember the last ad or commercial we saw, read or heard.

Can you?

Do you sometimes wonder what product or service is being offered when the ad or commercial's visual content has nothing to do with the product or service being offered?

Like in many pharmaceutical commercials where folks are seen frolicking, while the announcer is reciting a list of harmful side effects from taking the advertised drug.

Perhaps that's why most of us ignore the ads and commercials and they do not increase sales.

According to Ad Age's surveys, 80% of the commercials aired on Super Bowl, known for airing the most expensive ads and commercials on the planet, do NOT increase sales.

Yikes! If the "big boys" ads and commercials don't increase sales, how will we ever help you raise more money faster for your Non-Profit?

Well, what we do is create, manage and deploy our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR** campaigns in conjunction with our exclusive, new **Celebrity Sweepstakes** that cut through the media's clutter, grab potential donor's attention to create a strong interest and desire to engage, participate and contribute to the Celebrity Sweepstakes so that we maximize your fundraising results with less effort.

How do we accomplish this?

(1) As strategic marketing consultants, we tap into potential donor's "greed glands" to win highly perceived value prizes with relatively small investments.

(2) We utilize emotional triggers to give potential donors those "warm and fuzzy, feel good" feelings that encourage them to contribute to help fund selected Non-Profit's causes.

(3) We create "results-proven" Consumer Friendly Marketing With THE WOW FACTOR campaigns, providing unique and highly perceived value prizes that typically haven't been seen or offered before.

(4) We create Celebrity Sweepstakes that have relatively low costs to enter to win high perceived value grand prizes.

We do all this so that our Celebrity clients grab more attention, create a strong interest and desire among potential donors to win the grand prize(s).

As an example, here's the difference between a Consumer Contest Prize (1) and an attention-getting Consumer-Friendly Marketing With THE WOW FACTOR Celebrity Sweepstakes Prize (2).

(1) A Consumer Contest Prize – Win a \$100 Basket Of Cheer.

(2) A Consumer Friendly Marketing With THE WOW FACTOR Celebrity Sweepstakes Contest Prize – Win an all-expense paid evening for 2 with \_\_\_\_\_, round trip transportation, special Celebrity-hosted dinner, show or game tickets, autographed photos, videos and unique Celebrity memorabilia.

Which contest prize will get more attention?

Which contest prize will get more donors reaching for their wallets, engaging and participating?

Which contest prize will generate more money for your favorite Non-Profit?

Which contest prize will make more money with less effort for you?

## IV. Frequently Asked Questions

### What Are Consumer Friendly Marketing With THE WOW FACTOR Fundraising Campaigns?

Unlike traditional marketing, ads and commercials seen in traditional campaigns on cluttered traditional mediums run over and over again where you have to guess what product or service is being offered and what the offer is that would cause you to pay attention and engage, our exclusive, new **Consumer-Friendly Marketing With THE WOW FACTOR Fundraising Campaigns** address all four main things (below) that have to happen before anyone engages with your offer and purchases something.

In the case of fundraising campaigns reaches for their wallet or pocketbook, pulls out their credit card and/or writes a check to a selected Non-Profit.

1. Get **Attention**.
2. Create **Interest**.
3. Create **Desire**.
4. Call To **Action**.

Our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR Fundraising Campaigns** and **Consumer Contests** are also different from older, outdated traditional fundraising campaigns by having to answer these important questions.

1. Did it make me gasp when I first saw it?
2. Do I wish that I had thought of it myself?
3. Is it unique?
4. Does it fit the strategy to perfection?
5. Could it be used for 30 years?

We use these questions to help provide the BIG IDEA crucial to your fundraising campaign – and once we have that nailed, everything else practically flows without effort.

The lesson here is that every marketing component – consumer contest graphic, letter, postcard, email, what-have-you – must be based around a central, unifying “Big Idea” to give your fundraising campaign a solid and irresistible foundation.

As they say, “go BIG or go home.”

The most important first step in any great marketing campaign is to get your attention.

And so by introducing a **Consumer Friendly** approach along with **THE WOW FACTOR** to insure that we trigger emotional responses, like triggering the “greed glands” to kick in and “warm and fuzzies” emotions to get more attention, and therefore more responses, getting our selected Non-Profits better results and more money faster.



We accomplish this by creating a special graphic gets your attention and creates interest and a desire in a highly perceived value contest prize (minimum value \$5000.00).

The consumer contest graphic encourages potential donors to pull out their wallets, engage and participate with your non-profit's cause because there's something in it for them, an opportunity to win the high perceived value contest prize(s) by only investing a small amount.

### **How does our Marketing Consultants Group's Consumer-Friendly Marketing With THE WOW FACTOR Marketing outperform traditional marketing?**

Can you remember the last radio commercial you heard, the last TV commercial you saw or the last print ad you read?

You're not alone.

Most people can't.

Perhaps you'll remember our new Consumer Friendly Marketing With THE WOW FACTOR Marketing?

Consumer friendly?

THE WOW FACTOR?

What's this all about?

And what's in it for me?

Well, if you've ever listened to, watched or read an ad or commercial where you didn't know what they were offering or what it was all about, you're probably like most of us, confused and turned off.

According to the most recent surveys by Advertising Age, **most consumers do not** respond to most ads and commercials and therefore those ads and commercials do not increase sales for any number of good reasons, mostly the fault of the ad agency that developed them and convinced the chief marketing officer to spend their budgets on running the ads and commercials over and over again ad nauseum but not driving traffic and not getting results.

Why would an ad agency do that?

Because the ad agency who created the ads and commercials also owns the media buying company, which buys the ad space from the medium owner makes up to a 15% commission for buying the ad space to run the ads and commercials that the ad agency created that aren't generating additional traffic and increasing sales.



And so, it's a money-sucking game that only the ad agencies win.

And everyone else, especially the marketers (who spend the money to create the ad or commercial and buy the ad space for the ad or commercial which doesn't drive additional traffic to the marketer's store, web site, or call center to get an increase in sales) and the consumers lose (who avoid the ads or commercials because they don't know what the offer is for or even how to go about getting the offer even if they wanted it).

We solved this.

We will get our clients better results for less with less effort, rather than the unfair game the ad agencies play with their wholly owned media buying companies, getting less results for more.

### **Are our exclusive Celebrity Sweepstakes considered "gambling"?**

Some may say yes, but if you own stocks or bonds you are "gambling" to get a return on your investment.

### **Are our exclusive Celebrity Sweepstakes legal?**

Yes, in most states raffle contests like our Celebrity Sweepstakes for Non-Profits are entirely legal.

Contest rules have already been written and set for qualified Non-Profits by state, county and local governments.

In most states, our Celebrity Sweepstakes must be registered, and a fee paid for registering the contest.

The Marketing Consultants Group, LLC will research local and state contest rules and handle registrations and fees paid for registering our Celebrity Sweepstakes campaigns.

The qualifier for any Non-Profit who receives funds from our Celebrity Sweepstakes is that the Non-Profit must be registered and in good standing with all local, state and Federal rules and regulations.

### **How much more money can our Celebrities expect to raise with less effort via our Celebrity Sweepstakes for selected Non-Profits versus traditional fundraising campaigns?**

The amount of money raised in our Celebrity Sweepstakes fundraising campaigns for selected Non-Profits depends on many factors, including, but not limited to:

- (1) how many potential donors see or hear about our Celebrity Sweepstakes,
- (2) the percentage of potential donors who purchase a Sweepstakes ticket after they have seen or heard about our Celebrity Sweepstakes,
- (3) the perceived value and consumer appeal of our Celebrity Sweepstakes grand prize(s). The higher the perceived value, the exclusiveness of the grand prize, and the appeal of the grand prize, the more potential donors will want to participate in our Celebrity Sweepstakes by buying a ticket or multiple tickets.
- (4) the price of our Celebrity Sweepstakes ticket,
- (5) the length of time our Celebrity Sweepstakes runs and the season in which it runs,
- (6) if we employ a donor or multiple donors to match funds raised or provide additional publicity for our Celebrity Sweepstakes, and
- (7) many other factors.

Our Marketing Consultants Group LLC's Celebrity Sweepstakes fundraising objective is to raise more money faster with less effort for selected Non-Profits than any other traditional fundraising campaign.

### **How will tickets to our exclusive Celebrity Sweepstakes be marketed and sold?**

Tickets to our Celebrity Sweepstakes are marketed and sold via multiple methods in multiple mediums, including, but not limited to:

- (1) News releases sent to the traditional media, celebrities, influencers, public figures and consumers to help promote consumer contests.
- (2) Celebrity Sweepstakes graphics are posted in your staff's and volunteer's social media news feeds, blogs and fundraising pages by staff and volunteers.

### **What details of our Celebrity Sweepstakes fundraising campaign must be set up before we can start to raise more money faster with less effort for selected Non-Profits?**

Typically, our Celebrity Sweepstakes can begin to raise more money faster for selected Non-Profits when the below-listed details are completed:

- (1) **Agreement.** A Celebrity Endorsement agreement between the Marketing Consultants Group, LLC and our Celebrities is completed,
- (2) **Celebrity Sweepstakes Contest Application.** Local and state contest applications are submitted, and appropriate fees paid,
- (2) **Grand Prizes.** Celebrity Sweepstakes grand prizes are decided upon,
- (3) **Graphic Ads.** Celebrity Sweepstakes graphic ads are created, agreed upon, tested, and posted on social media sites and traditional media news and social media site.
- (4) **News Releases.** Celebrity Sweepstakes news releases and other collateral materials are written, agreed upon, tested and posted on social media sites and traditional media news and social media sites.
- (7) **Administration.** Celebrity Sweepstakes administrative services are set up to manage, promote and sell tickets.

A typical Celebrity Sweepstakes fundraising campaign can be set up and operational in anywhere from one to four weeks, depending on the complexity and details of the campaign.

The Marketing Consultants Group, LLC will handle most all the details of our exclusive Celebrity Sweepstakes fundraising campaigns, from concept to completion.

**If a Celebrity is hired by the Marketing Consultants Group, LLC to participate in and help promote our Celebrity Sweepstakes fundraising campaigns, how will they be paid?**

The details about compensation and payment schedule provided to our paid Celebrities as part of our Marketing Consultants Group LLC's Celebrity Sweepstakes fundraising campaigns are agreed upon in advance.

Typically, our paid Celebrity's compensation is based on a percentage of the total amount of money raised for the selected Non-Profit.

The more money our exclusive Celebrity Sweepstakes raise for selected Non-Profits, the more our Celebrities are paid.

Celebrity compensation is delineated in the Celebrity Endorsement Agreement, approved and authorized by each Celebrity, each Celebrity's representative and our Marketing Consultants Group, LLC Executives.

**What benefits are there to being hired as a paid Celebrity by the Marketing Consultants Group, LLC to participate in and promote a Celebrity Sweepstakes fundraising campaign for a selected Non-Profit?**

Our Marketing Consultants Group, LLC has guidelines regarding selected Non-Profits we will help raise money. Our reputation is of importance to us and you.

We employ Independent Counsel and a Certified Public Accounting firm to help decide on and approve our Celebrities and Non-Profits, to insure all are in compliance with all state and federal regulations.

In addition, they monitor fundraising activities to ensure each fundraising campaign meets the guidelines of each state's laws for Non-Profit fundraising and highly-perceived-value consumer contests.

Our independent legal professionals are also involved in approving our Marketing Services Agreements with Non-Profits to ensure that we are all in compliance with all Federal, state and local rules and regulations.

### **How did Ronnie Schmidt, the Marketing Consultants Group, LLC's CEO, become interested in and involved in helping to raise more money faster for Non-Profits?**

As a sought-after Strategic Marketer and inspiration for and creator of the game-changing Consumer Friendly Marketing With THE WOW FACTOR Marketing, Ronnie has had experience raising funds for including AKIM, The Salvation Army, Pi Kappa Alpha & Kappa Alpha Theta's THON fundraising efforts.

Here's his story in his own words.

"A few years ago when visiting my alma mater, Penn State University in State College, PA, I learned that my fraternity's undergraduate brothers were raising funds for the campus-wide THON ([THON.ORG](http://THON.ORG)) fundraising event.

THON.ORG is committed to enhancing the lives of children and families impacted by childhood cancer.

Their mission is to provide emotional and financial support, spread awareness and ensure funding for critical research - all in pursuit of a cure.

Back in 1977, THON.ORG partnered with their sole beneficiary, Four Diamonds at Penn State Children's Hospital to raise much needed funds.

Since then, THON.ORG has raised more than \$167,000,000 for Four Diamonds and their efforts to conquer childhood cancer.

Every year since 1997 the students at Penn State have held a dance marathon in February to raise money for pediatric cancer patients and research through the Four Diamonds Foundation in what has become the largest student run philanthropic campaign in the world.

**THE MARKETING CONSULTANTS GROUP LLC'S**  
**HOW NEW CONSUMER FRIENDLY MARKETING WITH THE WOW**  
**FACTOR OUTPERFORMS TRADITIONAL MARKETING.**  
**GUARANTEED.**

**How New Consumer-Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing. Guaranteed.**



**The Marketing Consultants Group, LLC**  
**MarketingConsultantsGroup.com**

## What is Consumer Friendly Marketing With THE WOW FACTOR Marketing?

Unlike the traditional marketing, ads and commercials seen in unresponsive traditional campaigns on cluttered traditional advertising mediums (Print, TV, Radio, Billboards, Online) run over and over again where you have to guess at what product or service they're offering, what the offer is that would cause you to pay attention and doesn't include a call to action, our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR** addresses all four basic things that have to happen before someone buys something. **Attention, Interest, Desire and Action.**

Unlike most of today's traditional marketing which may or may not address all four key marketing components, our **Consumer Friendly Marketing With THE WOW FACTOR Marketing** differentiates itself from traditional campaigns which get minimal results by answering these important questions.

1. Did it make me gasp when I first saw it?
2. Do I wish that I had thought of it myself?
3. Is it unique?
4. Does it fit the strategy to perfection?
5. Could it be used for 30 years?

We use these questions to help provide that BIG IDEA crucial to successful marketing campaigns – and once we have nailed that, everything else will flow.

The lesson here is that every marketing component – graphic, text, tweet, letter, postcard, email, what-have-you – must be based around a central, unifying “Big Idea” to give the marketing campaign a solid and irresistible foundation.

As they say, “go BIG or go home.”

The most important step in any great marketing is to first get your attention.

And so, by introducing a **Consumer Friendly** approach along with **THE WOW FACTOR** to insure we trigger the right emotional responses to kick in the “greed glands” and “warm and fuzzies” emotions that get more positive responses.

We accomplish this by utilizing a graphic ad that not only gets attention, but also creates interest and a desire in the highly perceived value grand prizes (minimum value = priceless) that we provide in our Celebrity-paid, exclusive Celebrity Sweepstakes.

Our graphic ad delivers the most important “What's In It For Me” story that encourages a potential donor to pull out their wallet and engage with our Celebrities because there's something in it for them, a chance to win our highly perceived value prizes and spend exclusive time with our Celebrities. All anyone must do to win is make a relatively small investment in a Celebrity Sweepstakes ticket, with profits from the ticket sales going to the Non-Profit.

## **How does our exclusive Consumer Friendly Marketing With THE WOW FACTOR Marketing outperform traditional fundraising?**

Can you remember the last radio commercial you heard, the last TV commercial you saw or the last print ad you read?

You're not alone.

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According to the most recent surveys by Advertising Age, **most consumers do not** respond to most ads and commercials and therefore those ads and commercials do not increase sales for any number logical reasons, mostly the fault of the ad agency that created them and convinced the chief marketing officer to spend their ad budgets on running the ads and commercials that don't get results over and over again.

Why would anyone do that?

Because the ad agency, who owns the media buying company, who buys the ad space on the media on which to run the ad, makes a 15% commission for buying the ad space to place those ads and commercials that aren't generating additional sales.

Sound like a game only the ad agencies could win and everyone else, especially the marketers (who's spending the money for the ad space for an ad or commercial which doesn't get much increase in sales) and the consumers lose (avoids the ad or commercial because they didn't know what the offer is or even how to go about getting it if they wanted it).

We solved this.

And so, we get our clients better sales results for less, rather than the unfair game the ad agencies play with their wholly owned media buying companies, getting less results for more. Why? Because we create Consumer Friendly Ads With THE WOW FACTOR that gets better results for less than the diminishing returns of traditional marketing.



## VI. About the Marketing Consultants Group, LLC and CEO Ronnie Schmidt



**Marketing Consultant Group LLC's CEO Ronnie Schmidt** is sought after as a results-driven, trusted Strategic Marketer. He and his staffs have been directly responsible for sales in excess of \$252,000,000 in multiple products, services and industries during his 48-year sales and marketing management career.

He is best known for his innovative, "results-proven" marketing ideas and concepts, revolutionary marketing systems selling solutions and game-changing **Consumer Friendly Marketing**

**With THE WOW FACTOR.**

His **Consumer-Friendly Marketing With THE WOW FACTOR** will cut through the media's clutter, grab attention, effectively deliver your marketing messages and get better results for less cost with less effort and less stress than the diminishing returns traditional marketing campaigns get at higher costs.

From 1971 until 1999, he was privileged to be employed in sales and marketing management positions for six (6) Fortune 500 companies including **Fram Corporation, Amstar-Domino-Sugar, Inc., Honeywell, Inc. Boise-Cascade Corporation, Bausch & Lomb, Inc., and Cooper Vision, Inc.** in multiple industries.

Since 1999, he has founded the following four (4) companies, **Marketing Consultants Group, LLC, Worldwide Media Corporation, The Family Publishers, Inc., and Medical Benefits Consultants, LLC.**

He is a graduate of the Pennsylvania State University with a BA in GNAS, Pre-Law.

The below overview and article is available from [Marketing Consultants Group, LLC](https://MarketingConsultantsGroup.com).

**Celebrities. Want To Help Raise More Money Faster  
With Less Effort For Selected Non-Profits And Get Paid?**

Get a copy here at <https://MarketingConsultantsGroup.com/celebrity-overview>

**How New Consumer Friendly Marketing With THE WOW  
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Get a copy here at <https://MarketingConsultantsGroup.com/consumer-friendly-article>

**Marketing Consultants Group, LLC**

[MarketingConsultantsGroup.com](https://MarketingConsultantsGroup.com)

2327 University Ave. Green Bay, Wisconsin 54302

Mailing Address: 101 S. Military Ave. Green Bay Wisconsin 54303

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