



## Answers to some of your questions

### **When was PEACECORE organized?**

March 11, 2018 with tax-exempt status on April 12, 2018

### **Who founded the organization?**

Mary Brotherton (president), Jennifer East (vice president) and Lynn Kinnison (secretary/treasurer) with advice from Anna East

### **Why do you have two names?**

PEACECORE may opt to include other businesses in addition to the publication of bUneke Magazine.

### **What social media outlets does bUneke use?**

Facebook, Twitter, Pinterest, Instagram, LinkedIn, YouTube and Google+

### **How many volunteers do you have?**

Within the first three months, more than 50 volunteers had signed on to work with us. These came from 11 different countries. By our fifth month, we'd gained an additional dozen volunteers and added another country.

### **How many paid employees do you have?**

Zero. No one is paid to work at bUneke Magazine or PEACECORE, at this time. We are all volunteers, with the exception of our commissioned contractors.

### **How does the 10% year-end bonus work?**

If you drive donors to us and they verify they donated because of you, we will give you 10% of your year's donation-drive at the end of the year. If you convince someone to sponsor a story that would otherwise not have bought a display ad, you will receive 10% of that sponsorship at the end of the year.

### **Why isn't there a price listed for the cost to sponsor a story?**

The story sponsorships are a way to sell for less than a display ad. You have complete control over how much you sell each story for, provided it is at least \$50. That is our bare minimum for a story sponsorship. Otherwise, the person can make an outright donation.

### **Do I have to wait for the end of the year to receive commission on the story sponsorships?**

No. Story sponsorship commissions are paid monthly, just like display ad commissions.

### **How do I know which story is available for sponsorship each month?**

Check with Mary at [mary@buneke.org](mailto:mary@buneke.org) or download the Upcoming Themes document.



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**May I sell ads for the Coffee or Tea? Show?**

Absolutely! Contact Lynn to discuss rates.

**Who do I call if a customer wants to negotiate on the price of an ad?**

You may call Lynn, Jennifer or Mary but you don't need to call anyone. You are in charge of your clients and their ads. If a few dollars stand in the way of making the sale, offer a discount. Be creative and get the sponsors or advertisers in the magazine. Just remember: the more you sell, the more you earn. Convince them you are doing a one-time special that helps their business and supports our nonprofit mission.

**What is your mission?**

To look beyond today's agenda to inspire, enlighten and encourage authenticity through PEACECORE.

**What do I do if a client needs help creating an ad?**

Contact Jennifer. [jennifer@buneke.org](mailto:jennifer@buneke.org)

**What is the deadline to get the ad in the next issue?**

- Camera-ready ads must be in Jennifer's inbox by noon on the 20<sup>th</sup> of each month.
- Reservations, with paid contract for ads us to design must be in Jennifer's inbox by the 15<sup>th</sup>.
- Small changes for Jennifer to make to existing ads must be discussed with her by the 15<sup>th</sup>.
- Major redesigns for Jennifer to do must be in her inbox by the 10<sup>th</sup>.
- Ads that Jennifer needs to create must be in Jennifer's inbox by the 10<sup>th</sup>.
- All exceptions to these deadlines must be discussed with Jennifer as far in advance, as possible, of the deadline.



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