



TRADITIONAL KARATE CENTER MATAWAN GOJUKAN

Town Square Shopping Center
347-G Matawan Road
Matawan, New Jersey 07747

January 15, 2018

Dear Sir/Madame:

Thank you for taking the time to read and fully consider my special offer to your organization. I hope to assist your non-profit organization with our **Sustainable Fundraising Revenue Program**.

The program/partnership described in this package extremely unique and absolutely genuine. I hope that you find the premise from the enclosed material to be self-explanatory.

Can we arrange a meeting to discuss this further and answer any questions/concerns?

My best reach number is: **(732)888-4852 mobile/SMS** or you can email me:
TKCDOJO@GMAIL.COM. I look forward to hearing from you very soon.

Most sincerely yours,

Michael Buttermark 

Michael Buttermark, *Renshi Shihan*
Owner/Master Instructor
Member: International Karate-do Goju-kai Association
Member: USA-National Karate Federation (USOC)



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2018... Our Year to Focus on Our Local Communities!

For 24 years, Traditional Karate Center (TKC) has endeavored to foster quality growth of International Karate-do Goju-kai Association (IKGA) in the USA, extol positive virtues of *karatedo* training, and offer the highest standards of instruction available outside of Japan. Since founding Traditional Karate Center (1994) and Matawan Gojukan (2008), those goals have not diminished nor have our standards faltered.

These proud highpoints set us above every karate dojo in New Jersey:

1. **Professional quality, traditional, Japanese Karate-do standards.** Denoting high standards, our teachers and Black Belts have rank and licenses certified through IKGA's Tokyo Hombu (headquarters) and numerous *kata* (forms) medals earned at national/international levels
 - o TKC remains directly connected to a living *karatedo* legend - *Saiko Shihan* (Grandmaster) Goshi Yamaguchi and his incredible, global network in 60+ countries
2. **Successful, well-developed, knowledgeable Olympic Karate program.** TKC athletes have earned medals at every level of competition in *kata* (forms) and *kumite* (fighting).
 - o Historically... our athletes have won a few medals: 10,000+ regionally, 366 national championships & US Team Trials, 60+ continentally, 4 military champion titles, and 6 global championship medals

TKC is a virtually unknown school on the borders of Monmouth and Middlesex counties. We have trained/groomed athletes who have traveled nationally and internationally with great success and distinction. *Please ask for details!!!*

Internally, we strive to maintain a positive, diverse and inclusive dojo community that focuses on developing the best in each student - mind, body, and resolute spirit. As in Japan, we teach *Karate-do* to build a strong, positive character in our students and encourage them to avoid fights. Teaching methods we employ are rooted in the eastern philosophical concept called *Kaizen*, or "means of continuous, incremental improvement/growth." In 2018, TKC endeavors to help individuals from the surrounding neighborhoods experience this personal growth as a means to improve communities by developing strong, anchor citizens to help.

Through exposure to our karate programs to larger shares of the community, we endeavor to develop: (1) Calm, confident leaders, (2) Skilled athletes promoting good sportsmanship, (3) Future karate teachers/coaches, and, (4) Karate Olympians.

Mr. Goshi Yamaguchi, President of IKGA, teaches these principle philosophies along with his curriculum:

- (1) "*Karate-do offers something for everyone*" - promotes inclusion by virtue of its benefits
- (2) "*Make karate training, especially for the youth, become a tool to promote global peace despite diversity of people and their cultures*" - promotes peaceful coexistence

We have seen many different people embrace and benefit from karatedo training. From local communities, persons truly needing positivity in their lives include: disabled veterans; persons with developmental or physical challenges; elderly; and all who are bullied or abused. Peaceful coexistence can be enhanced by the positive buildup of more citizens. Ideally, stronger voices reject negativity directed at individuals and at neighborhoods. Our dream is to do all we can to enrich and improve our surrounding communities.

Toward those endeavors, TKC wants to work synergistically with all positive-minded, community-based organizations to build safer, cleaner, drug-free and crime-free neighborhoods. Please contact us to discuss ways that we can work together towards those goals.

Most sincerely yours in Karatedo,

M Buttermark



Michael Buttermark, *Renshi Shihan*
International Karate-do Goju-kai Association

FAQ ABOUT OUR COMMUNITY-BASED PARTNERSHIP OFFER

What is at the heart of our offer?

TKC is engaged in a sweeping campaign in 2018 to work with local NPOs to build our surrounding community and neighborhoods. Our offer is being extended to all NPOs in this area making time to act crucial.

What is a Sustainable Fundraising Campaign?

A sustainable campaign that brings your NPO continuous revenue but requires NONE of your resources - IE: capital, time, people, insurance, planning, etc. --> Just an email or post to your network of friends which costs nothing.

How Can We Work Together?

TKC's **wants** to work synergistically with local NPOs that contribute to building communities in positive ways. Akin to your group's positives, karatedo training has positive attributes from which *anyone* can greatly benefit. We can work in partnership to grow a network of positivity that is beneficial for our local community.

How Does this Partnership Work?

We are mindful that safeguarding your NPO, your network of friends, and retaining our reputation are paramount to us both.

The partnership described in this package are not a limited-time 'kickback' for your organization nor is this a ruse. In brief, our program affords your NPO continuous, referral-based grants. You distribute/circulate an introduction and information regarding TKC and our offer within your network. All who enroll are passively involved in a sustainable fundraising campaign because TKC steadily donates a generous percentage of monthly tuitions to your organization for as long as enrollments are maintained. For as long as your referred friends are continuously engaged in our program, the donations continue with no strings attached. The grants start out at 50% for the initial 3-month term; afterward, will remain at 25% in perpetuity (forever).

This partnership can be valid and ongoing with only one referral. That one person, will yield a donation of \$225 from their initial 3-month term. They continue to earn your NPO an additional \$225 donation for every consecutive 6-month term afterward.

Your friends can further spread the word to their own networks including social media affording your NPO all the benefits. Your referrals need not come directly from your own membership.

Our partnership is a great value, will never be overbearing, and is as simple as:

1. One Month FREE Karate Lessons as 'proof of concept'
2. A special, 3-month term* with 50% of ALL tuition returned to your NPO and will include a complementary, starter, karate uniform**
**3-month membership is a special, shorter term than our 6-month standard*
***FREE uniform is not included with other offers*
3. Additional re-enrollments for 6-month terms gain your NPO 25% of ALL tuitions for as long as continuous enrollment is maintained; TKC will remit 25% of all monthly tuitions in perpetuity

When can this partnership begin?

As soon as you like. Presently, we are building enrollment in new programs so your timing would be perfect. TKC is approaching many local NPOs so there is a potential that networks could overlap taking referrals from you.

Where Can We Get Additional Information About TKC?

Please visit our website: www.TKCDOJO.com. This is also a great source of information for your network to peruse while considering our offer. It contains a great deal of information and photos of TKC students and activities.

Top 10 facts that you and your people should know about TKC - Matawan Gojukan:

1. TKC has been open/operating continuously for 24 years
2. We act ethically and never employ high-pressure sales tactics
3. TKC is a safe, clean, insured, commercial location with a large, lighted parking lot
4. Impeccable credentials: (1) global karate organization member (IKGA), & (2) USOC member (USA-NKF)
5. Our teachers have passed, criminal background investigations with the USOC's Safe Sport program
6. Rates are very reasonable especially considering the value of our credentials, record, and services
7. Membership terms never auto-renew
8. Olympic karate is cutting-edge and we're the only school that teaches proficiently within central NJ
9. Guest instructors visit/teach. Examples: world champions and US Karate Team (USOC) members
10. Transparency... TKC is open to all queries - providing evidence supporting our credentials

The bottom line: How do the numbers breakdown?

Here is a sample breakdown by the numbers of what your NPO can earn:

Referrals You Provide	Referral's First Month Tuition/Costs (100% FREE)	Amount YOU Receive from Referral's Initial 3-Month Term	Total YOU Receive from EACH continuous 6-Month Re-enrollment	Totals from an initial 10-Month Period
1	\$0.00	\$225.00	\$225.00	\$450.00
2	\$0.00	\$450.00	\$450.00	\$900.00
3	\$0.00	\$675.00	\$675.00	\$1,350.00
4	\$0.00	\$900.00	\$900.00	\$1,800.00
5	\$0.00	\$1,125.00	\$1,125.00	\$2,250.00
10	\$0.00	\$2,250.00	\$2,250.00	\$4,500.00
15	\$0.00	\$3,375.00	\$3,375.00	\$6,750.00
20	\$0.00	\$4,500.00	\$4,500.00	\$9,000.00

¹The information in this chart would be less for individuals with applied discounts (IE: Military/1st Responders or Family Discounts). ²Your referrals must be first-time students at TKC; existing and/or prior TKC students are exempt from this partnership. ³The last column (initial 10-month...) is the same number for your gifted donations each year after - again, if the referrals re-enroll, the donations keep coming back to your NPO. ⁴Upon leaving continued enrollment, your referral is disqualified from this agreement - even if they return to TKC later. ⁵Tuitions are the only sums that are subject to this agreement. ⁶TKC will work with your NPO in determining the best/easiest way to remit donation.