Marketing Opportunities
Who Are We?

Our mission is to educate, provide awareness, understanding, healing and hope to adult survivors of severe childhood trauma and abuse and support people.

- Discovering MErcy is a Pennsylvania non-profit organization located in Lehighton, PA.
- We specialize in counseling, education and support to survivors of developmental trauma from human trafficking and severe childhood abuse including physical, sexual, mental and verbal abuse.
- We provide hourly appointments, 1-3 hours or and intensive ministry sessions, which are 3 to 4 days at our ministry home in Lehighton, PA.
Our Impact

From January 1 up to November 30, 2020, Discovering MErcy has:

- Counseled 94 clients, growing 40% in referrals
- Provided 931 hours of counseling
- Invested 1696 hours in creating curriculum, double last year
- Received 1,815 volunteer hours
- Connected with 456 Facebook fans and 185 YouTube subscribers
- Our website [www.discoveringmercy.org](http://www.discoveringmercy.org) has received 23,471k page views to date, from visitors in the US, Canada, UK, Australia, China, Germany, South Africa, Czech Republic, India and New Zealand
Top 5 Business Benefits to Support Discovering MERCy

1) **Tax Deductions.** One of the most immediate benefits to your business from supporting Discovering MERCy is being able to get a charitable donation tax deduction.

2) **Boost Employee Morale.** Employees respect leaders who support causes they believe in.

3) **Garner Respect.** By supporting programs like ours, you help build respect and a good reputation in the community, and our world at large.

4) **Gain Customer Support.** When customers see your business aligned with a top-performing charity, it resonates with customers that you care for your community.

5) **Help have a Dramatic Impact on Trauma Survivors!** Every day we hear the impact freedom has on the lives of survivors. Fuel the transformation to emotional independence for the most marginalized in society!
Web Site Marketing

12 Month Annual Web Site Sponsor $6,000
• Logo with link on DiscoveringMErcy.org home page, exclusivity by industry upon approval
• Sponsor logo included in any future videos hosted on Web, YouTube or Facebook in the next 12 months

6 Month Semi-Annual Web Site Sponsor $3,000
• Logo with link on DiscoveringMErcy.org home page, exclusivity by industry upon approval
• Sponsor logo included in any future videos hosted on Web, YouTube or Facebook in the next 6 months

1 Month Web Site Sponsor $525
• Logo with link on DiscoveringMErcy.org home page, exclusivity by industry upon approval
• Sponsor logo included in any future videos hosted on Web, YouTube or Facebook for the month
We more than double the industry average, which is 2 to 3 minutes.
Newsletter Marketing

12 Month Annual Newsletter Sponsor $1,200
Minimum reach of 700+ subscribers bi-annually
• Logo with link in email newsletters to our subscribers including text link to your business
• Business highlight of 250 words in email campaigns (limit 2 per month, first-come, first-served)

6 Month Annual Newsletter Sponsor $600
Minimum reach of 700+ subscribers bi-annually
• Logo with link in email newsletters to our subscribers including text link to your business
• Business highlight of 250 words in email campaigns (limit 2 per month, first-come, first-served)

1 Month Newsletter Sponsor $125
Minimum reach of 700+ subscribers bi-annually
• Logo with link in email newsletters to our subscribers including text link to your business
• Business highlight of 250 words in email campaigns (limit 2 per month, first-come, first-served)
# Newsletter Data

## Introducing Our New Web Site and YouTube Channel!

**Discovering MEcy’s Fern & Audrey <fromfearstolove@discoveringscy.org> to Main DM Subscriber Base**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>48.1%</td>
</tr>
<tr>
<td>308 people opened</td>
<td></td>
</tr>
<tr>
<td>Click-to-open rate</td>
<td>46.1%</td>
</tr>
<tr>
<td>142 people clicked</td>
<td></td>
</tr>
<tr>
<td>Delivery rate</td>
<td>96.7%</td>
</tr>
<tr>
<td>641 successful deliveries</td>
<td></td>
</tr>
<tr>
<td>Bounce rate</td>
<td>3.3%</td>
</tr>
<tr>
<td>22 hard bounces 0 soft bounces</td>
<td></td>
</tr>
<tr>
<td>Opt-out rate</td>
<td>0.6%</td>
</tr>
<tr>
<td>4 opt-outs</td>
<td></td>
</tr>
</tbody>
</table>

## Our Most Common Question and Challenge... and How You Can Make a Difference

**Fern & Audrey of Discovering MEcy <fromfearstolove@discoveringscy.org> to Sept Subscribers**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>59.4%</td>
</tr>
<tr>
<td>417 people opened</td>
<td></td>
</tr>
<tr>
<td>Click-to-open rate</td>
<td>33.6%</td>
</tr>
<tr>
<td>140 people clicked</td>
<td></td>
</tr>
<tr>
<td>Delivery rate</td>
<td>99.9%</td>
</tr>
<tr>
<td>702 successful deliveries</td>
<td></td>
</tr>
<tr>
<td>Bounce rate</td>
<td>0.1%</td>
</tr>
<tr>
<td>1 hard bounce 0 soft bounces</td>
<td></td>
</tr>
<tr>
<td>Opt-out rate</td>
<td>0.6%</td>
</tr>
<tr>
<td>4 opt-outs</td>
<td></td>
</tr>
</tbody>
</table>

- Increased subscriber base by 130 subscribers in 4 months
- Our click rate is 41% higher than average rate at 59.4%
Facebook Partnership

12 Month Social Media Sponsor $900
Minimum reach of 300+ fans annually
- Business highlight on Facebook to fans including text link to your business
- 12 Social media post(s) devoted to recognizing your company

6 Month Social Media Sponsor $450
Minimum reach of 300+ fans bi-annually
- Business highlight on Facebook to fans including text link to your business
- 6 Social media post(s) devoted to recognizing your company

1 Month Social Media Sponsor $100
Minimum reach of 300+ fans monthly
- Business highlight on Facebook to fans including text link to your business
- 1 Social media post devoted to recognizing your company
Targeted group of supporters who care deeply about trauma education and those who support survivors.
Annual Marketing Support

GOLD Package, $8,000

**Web Site Sponsor**
Reach includes average of 36,000+ page views annually

- Logo with link on DiscoveringMErcy.org home page, exclusivity by industry upon approval
- Sponsor logo included in any future videos hosted on Web, YouTube or Facebook

**Newsletter Sponsor**
Minimum reach of 700+ subscribers annually

- Logo with link in email newsletters to our subscribers including text link to your business
- Business highlight of 250 words in email campaigns (limit 2 per month, first-come, first-served)

**Social Media Sponsor**
Minimum reach of 300+ fans annually

- Business highlight on Facebook to fans including text link to your business
- 12 Social media post(s) devoted to recognizing your company
Bi-Annual Marketing Assistance

SILVER Package $4,000

**Semi-Annual Web Site Sponsor**
*Reach includes average of 18,000+ page views bi-annually*
- Logo with link on DiscoveringMErcy.org home page, exclusivity by industry upon approval
- Sponsor logo included in any future videos hosted on Web, YouTube or Facebook

**Semi-Annual Newsletter Sponsor**
*Minimum reach of 700+ subscribers bi-annually*
- Logo with link in email newsletters to our subscribers including text link to your business
- Business highlight of 250 words in email campaigns (limit 2 per month, first-come, first-served)

**Semi-Annual Social Media Sponsor**
*Minimum reach of 300+ fans bi-annually*
- Business highlight on Facebook to fans including text link to your business
- 6 Social media post(s) devoted to recognizing your company
One-Time Monthly Marketing Boost

BRONZE Package $700

**Monthly Web Site Sponsor**
*Reach includes average of 3,000+ page views monthly*
- Logo with link on DiscoveringMERCY.org home page, exclusivity by industry upon approval
- Sponsor logo included in any future videos hosted on Web, YouTube or Facebook

**Monthly Newsletter Sponsor**
*Minimum reach of 700+ subscribers monthly*
- Business highlight on Facebook to fans including text link to your business

**Monthly Social Media Sponsor**
*Minimum reach of 300+ fans bi-annually*
- Business highlight on Facebook to fans including text link to your business
- 1 Social media post devoted to recognizing your company
Curriculum Sponsorship Opportunities

- Course 1: Foundational Counseling Course
- Course 2: Hidden by Trauma
- Course 3: Defended in Dissociation
3-Course Bundle Sponsorship
$10,000

30 modules, unveiled to 100+ students in the first year
Acknowledgements made to accepted businesses in any print form if published as a print product at a later date
Exclusivity per industry; limit 5
1 Course Sponsorship
$3,500

- 12 modules, unveiled to 100+ students each year

- Acknowledgements made in online curriculum to accepted businesses and in any print form if published as a print product at a later date
Course 1: Ready to Understand the Language of Your Heart?

Anyone interested in laying down the chains of the past, breaking the cycle of suffering, and embracing a more hopeful future will learn numerous tools and resources to help you recognize and define the language of your heart.

Learn:
- The difference between wholehearted living and living with your heart defended
- The beauty of simply being human
- The importance of emotions and how they affect the WHOLE you
- How to recognize your own emotional capacity and your "go-to default" protective patterns
- Tools for evaluating and exploring behavior (especially fear v. love, stress v. relaxed, and open v. isolated and closed)
- How to identify shame as a motivator/demotivator
- The crucial role of (and need for) attachment in relationships
- How to identify and deal with powerlessness
- How it all connects: Brain, Beliefs, Emotions & Behavior!
- Choosing daily to live wholeheartedly in love, not fear
1 Module Sponsorship
$375

1 module, unveiled to 100+ students each year

Acknowledgements made to accepted businesses in any print form if published as a print product at a later date
Available Modules for Sponsorship in Course 1

- Module 1: A Journey Out of Fear into Love
- Module 2: Your Own Journey
- Module 3: Exploring Emotions
- Module 4: The Dynamics of Being Human
- Module 5: Humans and God
- Module 6: Attachment
- Module 7: Shame
- Module 8: Powerlessness
- Module 9: The Body
- Module 10: Regulating in Relationships
- Module 11: Case Studies
- Module 12: Living Wholeheartedly
"I was astonished at the almost instantaneous impact the material had on my personal understanding--augmenting and fleshing out many hard-to-grasp concepts I'd struggle over. This is a deep well of knowledge and wisdom with pages full of eye-catching infographics and vital information--a safe and lovingly curated place to inform, foster hope, and heal the broken.

Discovering MERGY has created a strategy to heal the broken personhood of God’s imagemakers. The synergy between Fern and Audrey’s counseling arm and this new curriculum is a beautifully choreographed dance." --Linda
<table>
<thead>
<tr>
<th>Price Point Examples for a Range of Businesses</th>
<th>Corporate Bundles (&gt;20k)</th>
<th>Large Business (&gt;10K)</th>
<th>Mid-size Business (&gt;5k)</th>
<th>Small Business (&gt;1k)</th>
<th>Small Group/Team (&gt;-$500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$18,000 Gold Package</td>
<td>$10,000 3 Course Bundle Curriculum Sponsorship</td>
<td>$4,000 Silver Package, 6 Months of Web, Newsletter and Social Media Marketing Assistance</td>
<td>$900 12 Month Social Media Sponsor</td>
<td>$450 6 Month Social Media Sponsor</td>
<td></td>
</tr>
<tr>
<td>$16,000 Gold Package</td>
<td>$8,000 Gold Package, 12 Month Annual Web Site, Newsletter and Social Media Marketing Support</td>
<td>$3,500 1 Course Sponsorship</td>
<td>$700 Bronze Package, 1 Time Monthly Web, Newsletter and Social Media Boost</td>
<td>$375 1 Module Sponsorship</td>
<td></td>
</tr>
<tr>
<td>$7,500 Annual Silver Package + 1 Course Sponsorship</td>
<td>$3,000 6 Month Semi-Annual Web Site Sponsor</td>
<td>$600 6 Month Annual Newsletter Sponsor</td>
<td>$125 1 Month Newsletter Sponsor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6,000 12 Month Annual Web Site Sponsor</td>
<td>$1,200 12 Month Annual Newsletter Sponsor</td>
<td>$525 1 Month Web Site Sponsor</td>
<td>$100 1 Month Social Media Sponsor</td>
<td></td>
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</tr>
</tbody>
</table>
Did You Know?

• Companies with ideals of improving people's lives at the center of all they do outperform others by 400%

• More than 70% of people consider an organization's environmental and or social impact when deciding where to work.

• Employees feel they are working towards a good cause show increased productivity by up to 300%

• People who are able to make a social or environmental impact on the job are more satisfied by a 2:1 ratio.
Be Part of the Impact!

“I believed through much of my life, including as a child, that dying was preferable to living. Discovering Mercy helped me see that I was choosing to protect my heart because it was worth protecting.”

“I've learned the causes and effects related to personal trauma and neglect DO NOT have to be the hallmark of a life-experience or identity. Though there are many tools I gathered along the way to survive... what I really needed was the ability to access truth and gain knowledge about issues and apply those to my life's challenges. Discovering MErcy has made that possible.”

“Discovering Mercy understands how my brain responded to the trauma and can teach me how to use that knowledge to live with less dysfunction and more peace. They're different because they really get how hard we've worked and offer the encouragement we need.”
Be Transformed
As You Help Provide Freedom for Survivors
Can you imagine a world revolutionized by setting each trauma survivor free?
Join us in our mission.

Contact Us!
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@Discoveringmercy.org

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