

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ


1444-2023

Dhul Hijjah Marketing Packages

Apply Now

Launch10Good





The 10 best days of the year

Smash your fundraising
goals this Dhul Hijjah!

Why fundraise on LaunchGood during Dhul Hijjah?



Thousands of daily donors

Up to 20,000 users donating each day of Dhul Hijjah to campaigns like yours.



Thousands in prizes

Win big! Thousands in cash prizes up for grabs daily.

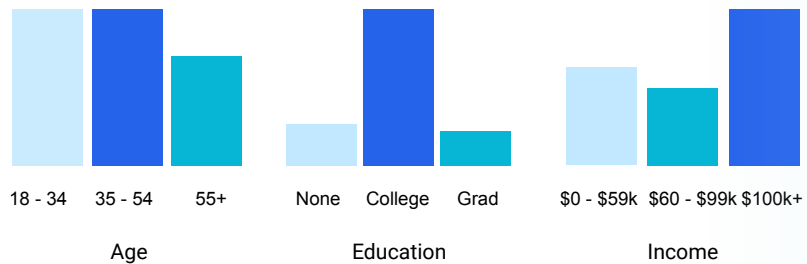


Extraordinary support for you

Resources, marketing packages, free consultations and support every day of Dhul Hijjah to help you succeed.

Who are our donors?

Our audience are primarily well-educated, wealthy professionals – both Muslims as well as non-Muslims who appreciate Islam.



Our best marketing packages ever

Sold out each year. Guaranteed 1X ROI.

High demand, limited quantity

Spots are very limited and fill up very quickly.

Guaranteed 1x ROI

We guarantee you will not lose money on your package, or we will refund the difference.

Expected 2-3x ROI

All pricing has been determined to give a 2-3x ROI across all offerings, and historically has been as high as 12x.

NEW!

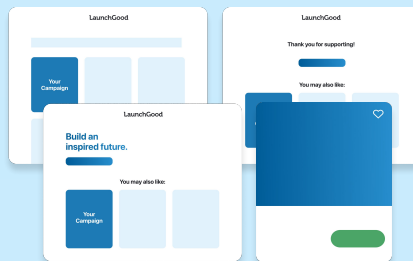
More investment = more exposure

Our unique algorithm is engineered to increase the exposure of your campaign based on the amount invested.

* Note on the guaranteed 1X ROI: The guarantee includes your total investment in the marketing packages. For example, if you purchased a \$5K Website Feature + \$10K Newsletter Features, the guarantee will be a collective \$15K in donations to your campaign. All campaigns must adhere to LaunchGood's standard in terms of quality: Clear objectives for the campaign and your organization within the page, quality images/videos that are owned or properly sourced, and a clear intention for where funds are going. Without meeting these requirements, you risk not receiving the minimum 1X ROI.

Marketing Package Features

Give your campaigns the exposure they deserve with our website and newsletter features.



Website Feature bundle includes:

Home page

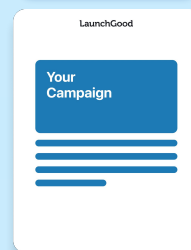
Discover page

Thank you page

Giving List

US \$500 - \$10,000

ADD ON!



Newsletter includes:

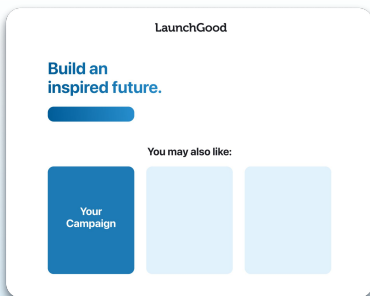
Newsletter features

Day of Arafah Newsletter

US \$3,500 - \$50,000

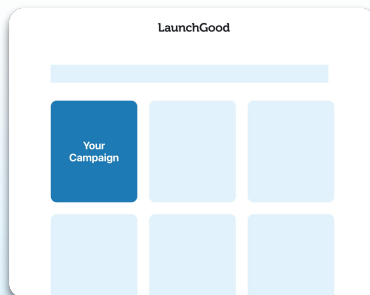
Website Feature Bundle

This package includes homepage, discover page, giving list, and thank you page features.



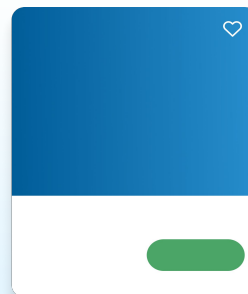
Homepage

Your campaign will be featured on our homepage, where we are expecting millions of visitors during Dhul Hijjah.



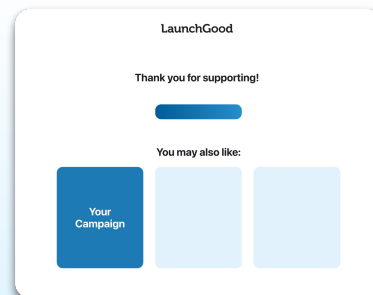
Discover Page

Your campaign will be featured specifically where donors search for new projects to support.



Giving List

Your campaign will be shown to Dhul Hijjah Challenge participants who can choose to add your campaign to their Giving List.



Thank You Page

Your campaign will be shown on the Thank You Page as another campaign a donor can choose to support.

Website Feature Pricing

It's simple. The more you invest, the more visibility your campaign gets.



All campaigns will be rotated.
Exposure and frequency will depend on the amount you invest.



Your campaign will be featured across all 10 days of Dhul Hijjah.
Yes, including the day of Arafah

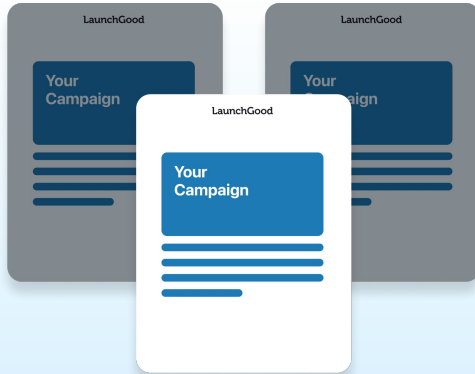
Bundle Price	Expected ROI
\$10,000	\$20,000 - 30,000
\$5,000	\$10,000 - \$15,000
\$2,500	\$5,000 - \$7,500
\$1,000	\$2,000 - \$3,000
\$500	\$1,000 - \$1,500

*In all cases, expected ROI remains 2-3x

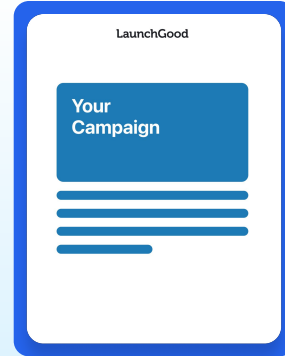
Newsletter Feature

ADD ON!

Showcase your campaign in front of tens of thousands of donors looking for amazing causes just like yours.



**Dhul Hijjah:
3 newsletters**



**Day of Arafah:
1 newsletter**

Newsletter Feature

ADD ON!

Bundle	Days	Audience	Price
Dhul Hijjah Your campaign will be featured on 3 newsletters across the first 8-days of Dhul Hijjah.	1-8	100k+	\$3.5k
Day of Arafah Your campaign will be featured on the Day of Arafah newsletter.	9	30k - 400k	\$4k-\$50k

Newsletter Calendar

JUNE 19	JUNE 20	JUNE 21	JUNE 22	JUNE 23
1st of DH Newsletter	2	3rd of DH Newsletter	4	5th of DH Newsletter
JUNE 24	JUNE 25	JUNE 26	JUNE 27	JUNE 28
6	7	8	Day of Arafah Newsletter	Eid Al Adha

Key dates*

June 9th	Last day to apply for Marketing Packages
June 14th	Final approvals & Marketing Packages go live
June 16th	Payments due
June 19th	1st day of Dhul Hijjah
June 27th	Day of Arafah
June 28th	Eid-ul-Adha
July 4th	DHC Marketing Packages end

JUNE						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

*Dates are calculated based on Fiqh Council of North America.

Dhul Hijjah Marketing Package FAQs

Do I need to have my campaign page ready to apply?

Yes. A complete campaign page will be required for approval. This includes additional assets such as photos/videos.

Am I guaranteed to get the package I apply for?

No. The LaunchGood team will review your submission and determine if your application is approved.

Are applications accepted on a first-come, first-serve basis?

No. All campaigns will be evaluated for both quality and completion. Packages will be awarded accordingly.

How do features work?

All campaigns on our website are randomized with frequency and visibility depending on the amount invested (depending on your package).

How will I find out if my campaign is accepted?

You will receive an email confirmation to sign a contract as well as an invoice if your campaign is approved. We will begin sending approvals as each campaign is approved.

How/when is payment due?

Payment is due at the very latest by June 16th. You will receive the link and banking information to make the payment via email.

What happens if my payment is not received on time?

You will risk losing your package to another campaign on the waitlist.

When will I receive the funds raised during Dhul Hijjah?

Payouts for campaigns with marketing packages will be made after Eid so please ensure necessary arrangements are in place to manage delivery-specific projects (e.g. Qurbani).

Apply for a package today!

Questions? Contact Marketing@LaunchGood.com

Apply Now

