

RASUL WEEK وَاللَّهُ سَلَامٌ صَلَّى عَلَيْهِ

LEARNING & GIVING THE PROPHETIC WAY

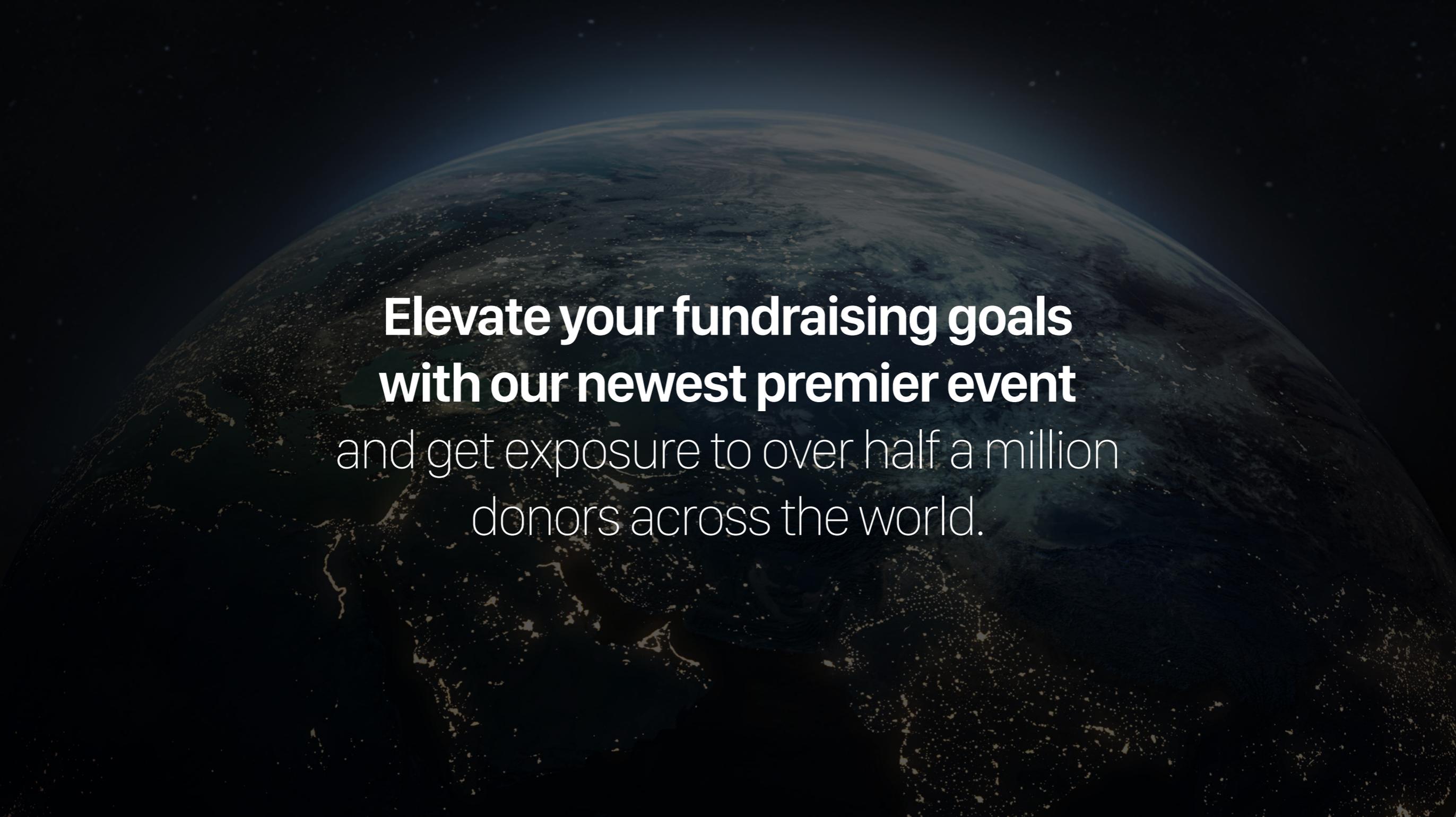
Presented by

LaunchGood



2020 Marketing Packages





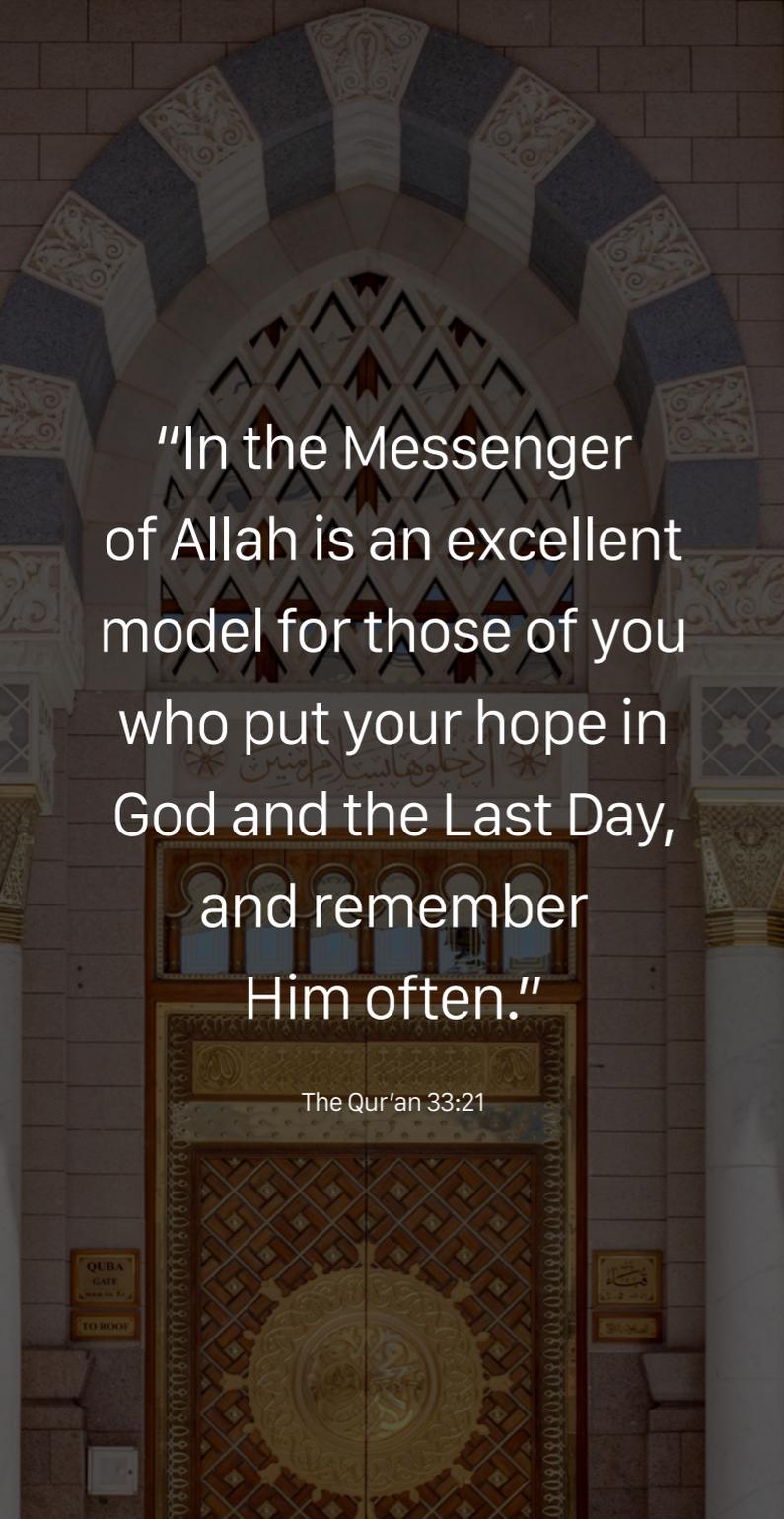
**Elevate your fundraising goals
with our newest premier event**
and get exposure to over half a million
donors across the world.



RASUL WEEK وَاللَّهُ سُبْحَانَ
صَلَاتِهِ
LEARNING & GIVING THE PROPHETIC WAY

LaunchGood's Rasul Week

is a new endeavor from LaunchGood and CelebrateMercy bringing together thousands of Muslims to unite around the Prophet ﷺ and support amazing campaigns like yours.



"In the Messenger
of Allah is an excellent
model for those of you
who put your hope in
God and the Last Day,
and remember
Him often."

The Qur'an 33:21

Rasul Week

Give to causes inspired by the sunnah on the
world's **largest** online giving platform **for Muslims**.

2020 PROJECTIONS

\$1.5M
RAISED

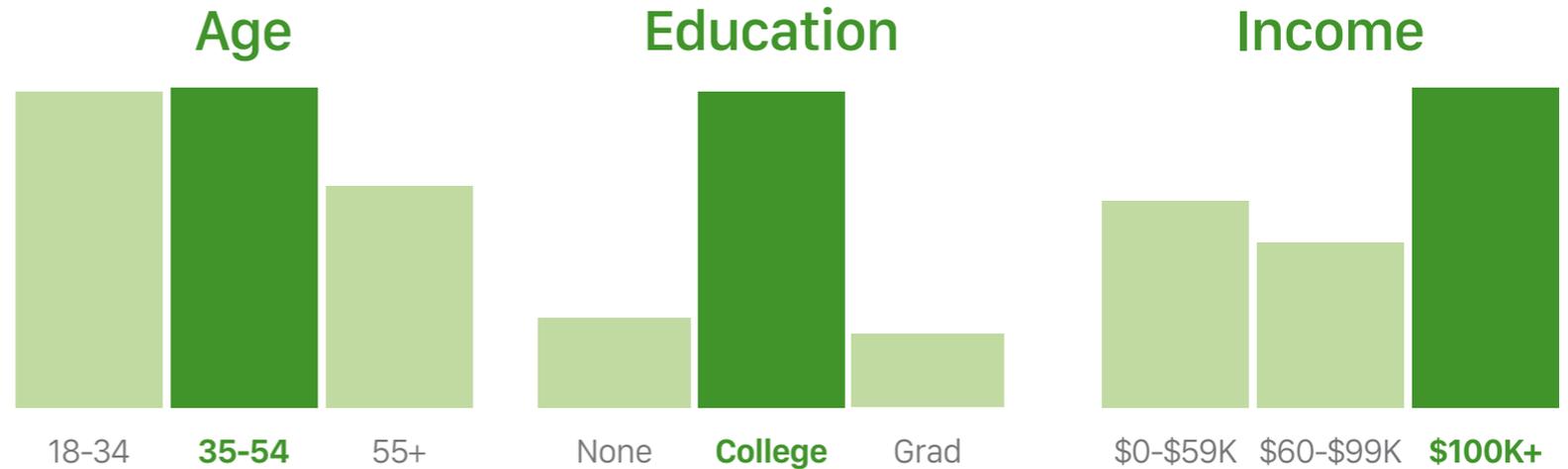
10K
DONORS

200K
VISITS



Awareness

Reach **tens of thousands** in an instant.



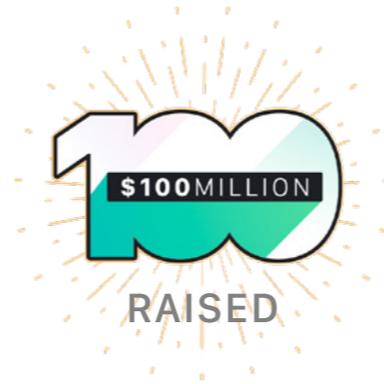
Our audience is primarily professionals, very well-educated, and wealthy – both Muslims and non-Muslims who appreciate Islam.



LaunchGood

BUILD AN INSPIRED FUTURE

LaunchGood is a donation-based crowdfunding platform for the global Muslim community of 1.6 billion people.



ISLAMIC
ECONOMY
AWARD



ETHICAL FINANCE
INNOVATION
CHALLENGE & AWARDS

AWARDS

HUFFPOST

The Daily Telegraph

npr

CNN



THE NEW YORKER

FAST
COMPANY



PRESS

We have fundamentally changed how the world thinks about Muslims, as the world's largest faith rooted crowdfunding platform.

Co-founders Chris Blauvelt,
Amany Killawi and Omar Hamid

The background image shows the interior of a mosque, likely the Great Mosque of Cordoba, featuring a series of overlapping arches with alternating dark and light stone blocks. The architecture is highly detailed with intricate carvings and a warm, golden light. The text is overlaid on this background.

Two ways to enhance your fundraising goals

1. Daily Competitions
2. Marketing Packages

CelebrateMercy Webinars

We'll be featuring campaigns on daily webinars
hosted by CelebrateMercy.



Average Viewership

3,500

Emailed/Shared with

10K+ Recipients

Daily Contest

Win up to \$8K prizes daily!





Daily Contest

Daily Contest to award top 5 campaigns
in two categories!



Raise the
highest amount

-  **+\$3,000**
-  **+\$2,000**
-  **+\$1,000**
-  **+\$700**
-  **+\$300**

How to win

Raise the most money in 24 hours
5 winners for both categories
every 24 hours during Rasul Week



Have the
most supporters

-  **+\$3,000**
-  **+\$2,000**
-  **+\$1,000**
-  **+\$700**
-  **+\$300**

How to win

Have the most supporters in 24 hours
5 winners for both categories
every 24 hours during Rasul Week

We're also multiplying prizes on the 12th of Rabi ul-Awwal. Win big!



How it works



Check the leaderboard daily to see your standing! Winners will be determined at 10PM ET / 3AM UTC every day.



Campaigns can win on multiple days and up to \$8K.



Marketing package features don't count towards the contest. We want this to be as fair as possible!



How it works

Each day is a specific "Sunnah Cause" we'll be highlighting.

ORPHAN
RELIEF

CIVIC
ENGAGEMENT

SACRED
KNOWLEDGE

WOMEN'S
EMPOWERMENT

COMMUNITY
BUILDING

SOCIAL
JUSTICE

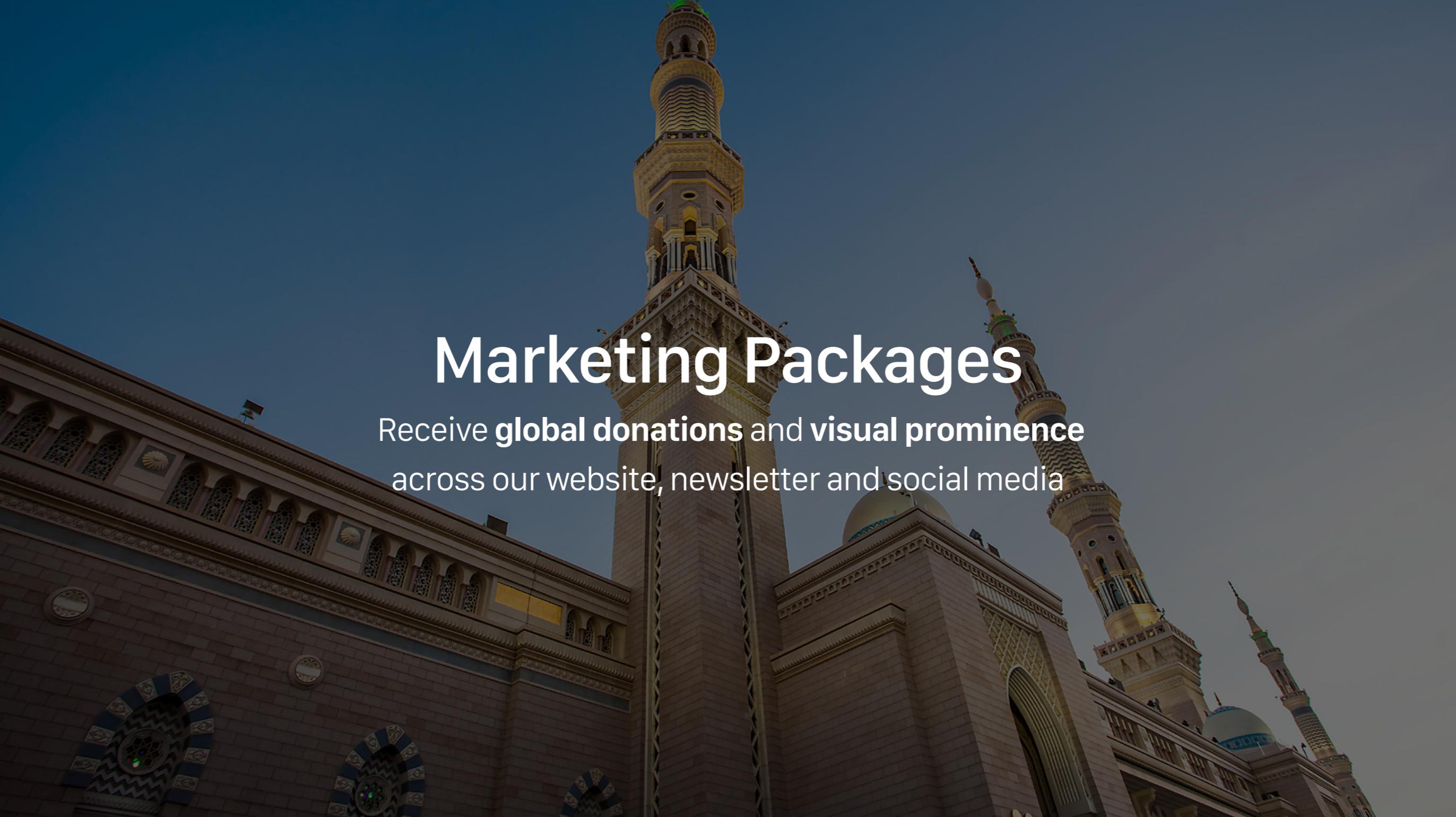
UNIVERSAL
MERCY



How it works

Campaigns that fit each theme will be placed on a specific Sunnah Community Page.



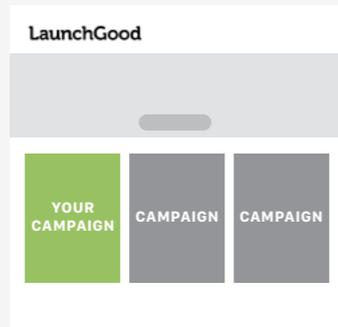


Marketing Packages

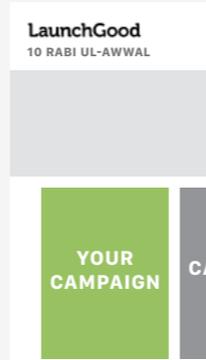
Receive **global donations** and **visual prominence**
across our website, newsletter and social media

Daily Marketing Packages

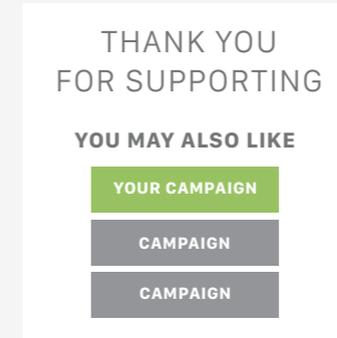
Variety of ways to get donations and visibility to your campaign



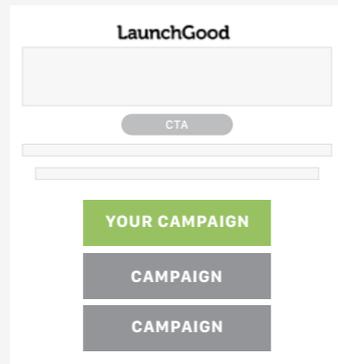
HOMEPAGE FEATURE



RASUL WEEK FEATURE



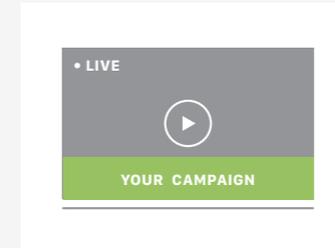
THANK YOU PAGE



NEWSLETTER



HOMEPAGE BANNER



WEBINAR FEATURE

Daily Marketing Packages

1 Standard, 1 Premium and 1 Max available per day.

	Standard	Premium	MAX
Overall	Highest ROI	High ROI + Visibility	Max Donations + Visibility
Homepage feature	✓	✓	🏆 1 st position
Rasul Week feature	✓	✓	🏆 1 st position
Thank you page feature		✓	🏆 1 st position
Newsletter		✓	🏆 1 st position
Homepage banner			🏆 1 st position
Webinar feature			✓
Give directly			✓

Daily Sponsorship Pricing

Limit 1 day per campaign.

Standard \$250
Premium \$750
MAX \$1,000

Return on Investment

TIER	EXPECTED 2-3X ROI	MAXIMUM ROI
Standard \$250	\$750	Unlimited
Premium \$750	\$2250	Unlimited
MAX \$1,000	\$3000	Unlimited

RAMADAN CHALLENGE AVERAGE RETURN WAS: 3.1X

FAQs

What is RASUL Week?

A new initiative from LaunchGood and CelebrateMercy providing education and awareness to the life of the Prophet ﷺ, and encouraging users to give to causes around his sunnah. Featuring daily educational webinars (starting Oct 16th) and 7 Days of Competition (Starting the evening of Oct 23rd-30th).

Do I have to have my campaign ready to apply?

Yes, you will have to include your campaign URL to apply. You have until Oct 2nd to submit your application.

How will I found out if I'm accepted?

You will get an email with a confirmation if you've been selected, and which package you were approved for. After that, we'll send you an invoice.

How/when is payment due?

Credit or bank transfer by Oct 13th (Strict deadline).

How do features work?

Let's use an example. If you purchase the 5th day marketing package, your campaign will be featured on 10pm ET of Day 4 until 10pm ET of the 5th day.

Can I have more than one spot with a Marketing Package?

No, you will only be awarded (1) marketing package per campaign during the event. However, if you have more than (1) campaign, each campaign is eligible for (1) marketing package, if it applies to the highlighted sunnah theme for each respective day. (E.g. If your organization has (2) active campaigns, each one can have their own marketing package).

What is a webinar feature?

During the daily educational webinar hosted by CelebrateMercy, your campaign will be mentioned as the highlighted campaign for that day. Historically, CelebrateMercy's webinars have garnered thousands of live viewers, giving your campaign maximum visibility.

What is the "give directly" feature?

Each Sunnah Theme will have its own community page featuring all the campaigns that fit under that theme (the page will be live throughout the 7 Days). The page has a "give directly" button for anyone to give directly to the cause. If you have the Max package for that day, the "give directly" button will be linked to your campaign for that day, and the funds will go to your campaign.

Apply for a Package



Due to high demand, higher quality campaigns will be prioritized.



Make history.
Be part of our first ever Rasul Week!



Thank you.