



My Star Is Born is a unique digital fund raising system designed to continually raise money based on births in your hospital. It is a buy once and raise forever installation.

The presentation is a large digital screen that feeds shooting stars with the names and dates of births of those children born in your hospital who have donations made in their honor. There can be multiple size stars to represent various donation levels.

We will train you to make all the updates yourself so your costs going forward will be \$0.00, except for a small annual software maintenance and hosting fee. We keep everything running smoothly and if you need support it is included and only a telephone call away.

The design of your My Star Is Born will be customized specific to your hospital. We will work with you to get all the details in place before the installation goes up. We will even work with you to identify the best donor levels for your client cross-section and maximize the money you raise. The final choice of donor levels is yours, but we are there with years of experience to help in deciding how much to ask for.

How much can you raise - let's calculate on the conservative side.

Suppose you have 2,500 births per year. Then suppose you only get 10% of all parents, grandparents and friends to make a donation. Next let's assume you only get an average donation of \$100 - \$300 each. Doing the math is \$25,000 - \$75,000 per year - forever.

And remember - income is year after year after year.

If you see the value of this fund raising system, talk to us - (646) 729-7142.