



we support the sustainable  
development goals



Powered by CELLO

# Social Partner Brochure





# About Erasustain

Born from our challenges in running an NGO and raising funds, we created Erasustain, a simple solution for sustainable NGO funding.

Join our platform to elevate your fundraising at no cost, Minimal efforts.



# *Simply* ERASUSTAIN IS

An Alternative way for NGOs to amplify their funding by involving people who want to support their cause,

Where we pay the NGO for every Installations brought on the app.

Basically, more volunteers equates to more donations for the NGO. E.g:

500 Installations = INR 7,500 / Month  
1,000 Installations = INR 15,000 / Month  
3,000 Installations = INR 45,000 / Month





# How to Use Erasusatin?

A model that simplifies the donation process by merging with today's vast smartphone user base, thus becoming the 1st free of cost donation generating, fundraising platform for NGOs, that provides NGO every month!



**Your NGO**



Register as a Social Partner on the app



Get Volunteers/Installation on the app, who need to have their notifications enabled



Get paid monthly, based on the number of Installation you get on the platform, even if they don't use the app



# Why to Use Erasusatin?

- **Free Technology:** Utilise our platform at no cost to enhance your fundraising efforts.
- **Pool of Volunteers/ Installation:** Tap into India's vast smartphone user base to recruit volunteers easily.
- **Sustainable Funding:** Receive reliable monthly payments based on volunteer count, ensuring consistent funding.
- **Independence:** Reduce reliance on corporate donors with our self-sustaining fundraising model.
- **Ease of Funding:** Simplify your fundraising operations, allowing you to focus more on your mission.

# Why to Use Erasusatin?

- **Additional Features:** Access a digital catalogue, celebrity ambassador partnerships, and more to boost your visibility and impact.
- **Global Wellbeing:** Join our commitment to the UN's 17 Sustainable Development Goals (SDGs), contributing to global efforts for a better future.
- **Scalability:** As your NGO grows, easily scale your outreach and fundraising efforts through our adaptable platform, ensuring you can expand your impact without additional costs.
- **Training and Support:** Benefit from ongoing training and dedicated support from our expert team, designed to help you maximize the effectiveness of the platform.
- **Security and Compliance:** Ensure the safety of your data and that of your donors with our platform's robust security practices and compliance with international standards.



# How to Become a Social Partner?

1

Schedule an Intro Meeting

2

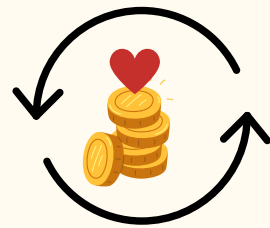
Strategy Discussion

3

MoU signing

4

NGO Registration



# How to Become a Social Partner?

5

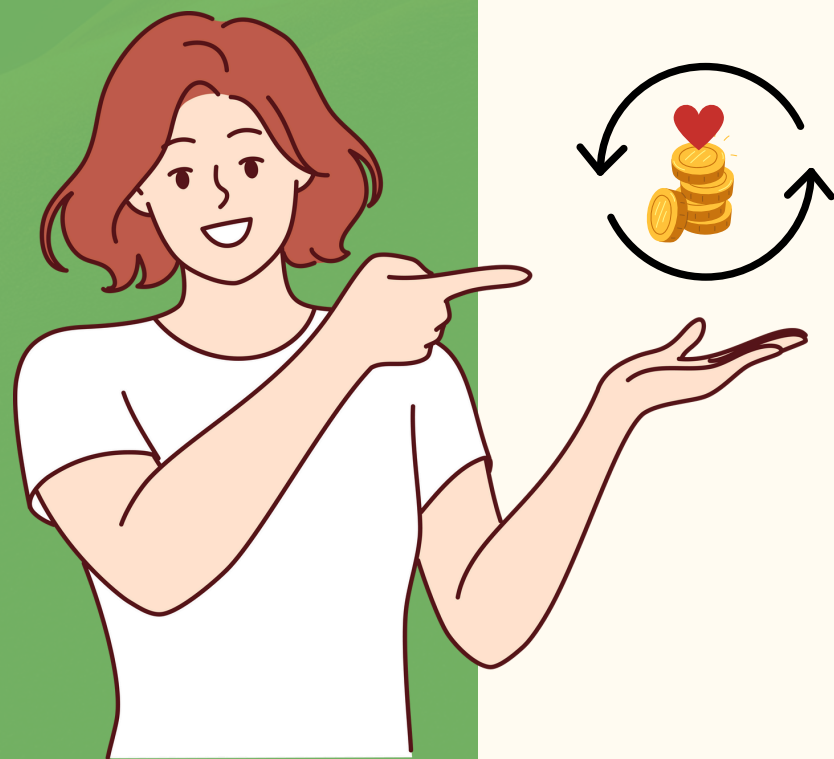
Orientation Meeting for Team (If you need )

6

Volunteers Onboarding/ Installations

7

Receive Monthly Donations





# Payout System

**Revenue:** 50 paisa per day per volunteer will be paid by us

**Payout Cycle:** Monthly

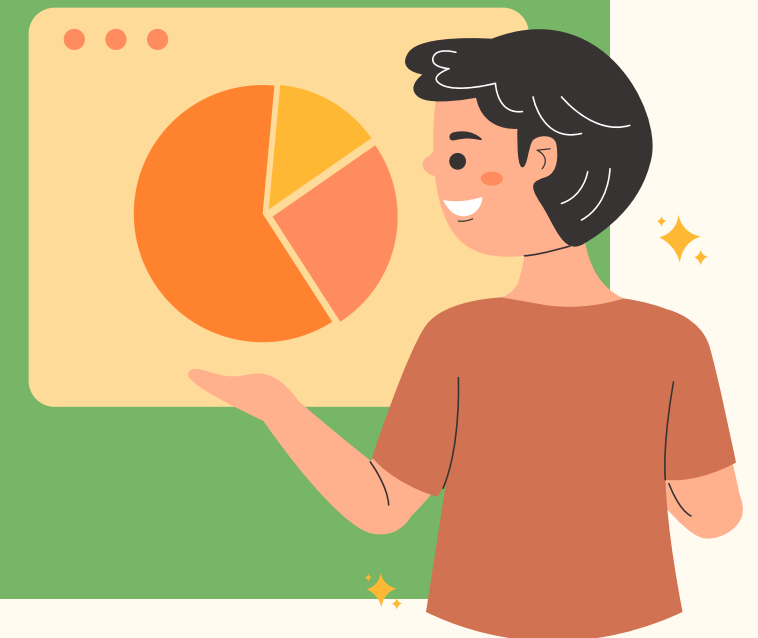
**Settlement Date:** 7th of the succeeding Month

**\*Example: Your NGO onboards 1000 Volunteers on 1st April:**

**Revenue:** :  $1000 \text{ (Vol)} \times 0.50 \text{ ( Ad. Revenue Per Day )} \times 30 \text{ ( NO. of days )} : \text{INR 15,000/ Month}$

**Payout Cycle:** 1st April - 30th April

**Settlement Date :** 10th May







*Thank you*

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