



Lifelong Learning Network, Inc.
Catholic School
Fund Raising Program
cooplearning.org

Frequently Asked Questions

Why did Catholic Leadership Services initiate a Fund Raising Program for Catholic Schools?

In 1990 we surveyed 1,000 Catholic School administrators requesting them to prioritize their needs and what they considered the challenges facing Catholic Schools. The number one concern was the continuous need to raise tuition and how to fund an endowment program. It took us over 20 years of research to formulate a sound fund raising program for our Catholic schools. In 2011 we completely revised the program to its present form.

What is The People Information Network?

This is the packet of information that results in the monthly edition which is put on our Web site. There are articles of interest for everyone on a wide variety of topics. All these articles are researched based and authored by renowned people in the specific field. We do the research for you so you have only the best material in the field.

How is this program marketed?

Since the primary goal is to provide funds for the school and moneys for all subscribers we needed a marketing plan that was not overwhelming in cost. After careful investigation it was decided to use a direct marketing program. That is, a marketing program that is word of mouth. People telling others about the program. The only advertising done in a major manner is to the Catholic School administrator. Otherwise the entire success of the program depends upon people promoting it. In this manner over 51% of all moneys collected are distributed to Catholic schools and program participants.

Does a Catholic school always benefit from a sale?

Yes. For each sale a Catholic School receives a commission. In most cases 6 participants also receive commissions. From each sale 51+% is paid out in commissions, bonuses and other incentives to associates and to the school.

Do all associates earn commissions?

All participants can earn a commission. However, a participant may decide to only subscribe to the service and not help promote the program. In that case the associate (participant) does not get a commission but the school does. The reason we adopted this compensation program is the fact that all participants can earn commissions so they can easily pay school tuition from this source of income. Not only does the school earn money but each person in the program can earn commissions.

Why are people associated with the school only sold subscriptions by the school?

This decision was important because the school community is special and needs to work in harmony to jointly support the financial success of the school. To immediately secure that success it is necessary that the school community is sold subscriptions by the school

and the school receives commission checks promptly. All this record keeping is done by Lifelong Learning Network and associates also benefit. This is not a competitive program; our motto is — Together We Can! All participants then explain the program to their own family and friends who are not directly associated with the school.

Who handles the record keeping?

All record keeping is the responsibility of the company. We keep track of all the sold subscriptions and accurately account for your gross sales volume on which you are paid commissions. All the people on whose sales you are paid commission is recorded by us as well as an ongoing record of your earnings. Since this is your independent business you receive the entire amount of commission money owed to you. At the end of the year you are issued an IRS statement of that amount.

Do I have to distribute any product?

Associates never have to distribute product. The company has everything available on the Web Site. That is why all people involved in the program need to have access to a computer. Your major task is to tell others about the program and give them an opportunity to make money for the school and to make money for themselves. With this program everyone earns an income, the school and 6 participants earning a commission from each sale. That is a win-win situation.

Can I request research in any area?

Yes, subscribers may have a special request for research in an area. This is an opportunity to focus on an area of special interest for you.

What are the risks?

We have tried to make this program as affordable as possible for each person. We also strived to make it a no risk program. We offer a 100% money back guarantee if you are not satisfied with the program. Remember you can get started with as little as \$432.00.

What is residual income?

This concept is well known to salespeople. For our purposes it means once you have laid the ground work and established your own network of people you never have to resell them again. That means that as long as they continue in the program you get commission checks. So your early efforts on selling subscriptions can pay dividends for years to come.

Why is it so important to sell 30 subscriptions?

The decision that selling 30 subscriptions is the key to success was carefully calculated. The fact that it is also a number that for years was identified with the classroom size makes it easier to understand. If a teacher can handle 30 students certainly associates can also communicate and service 30 other participants. Once this important goal is reached you are on your way to financial success and so is the charity. It is this group that forms the nucleus of your independent business. Your success, as well as the success of the charity, depends upon these 30 people. Each person needs to take responsibility for 30 people to see they understand the program and that they are telling others about the program. Naturally each participant is free to employ any method that works for them in selling 30 subscriptions.

Additional questions? Email us: LIFELEARNNET@aol.com

TOGETHER WE CAN!