

Date:

Plan International Raha Solutions

P O Box 811
00502 Nairobi
Kenya

Dear Sir/Madam,

RE: AGREEMENT ON SITE FOR PLAN INTERNATIONAL RAHA SOLUTIONS

I nominate for **Plan International RaHa Solutions** (herein after referred to as 'Solutions') person/persons further described below.

The nominee is a water starved _____ (state whether the nominee is a village or a school).

I have invited _____, an advertiser, to mark the Solutions with their name or logo free of charge (assuming that the advertiser is called Chisholm, they will advertise on the Solutions as illustrated below)



I have explained the following to the advertiser — After the marked Solutions is built, the Solutions will be widely publicized in order for more members of public to nominate for the Solutions. To be effective, the publicity must contain photos of marked parts of the Solutions. Since many other Solutions will also be publicized, photos of my nominee's Solutions must be different to avoid monotonous publicity. This is why the advertiser will mark my nominee's Solutions with their (advertiser's) name or logo, free of charge.

Therefore, by receiving this letter, you agree to:

- publish 7 different news articles about my nominee and or the advertiser in the same publication as the advertiser's advertisements — the advertiser will coordinate closely with you for this to happen. The news articles will actually point people to the advertising — these are the same ads that the advertiser plans to publish in any 7 days.

Cooperation of the publicity and the advertising produces a combined effect greater than the sum of their separate effects. The cooperation spreads information about the Solutions, freeing funds that would otherwise get spent on field officers and publicity. The freed money is equal to cost of major parts of my nominee's Solutions, so the advertiser donates substantially — in some countries, a tax write-off — without spending anything extra.

Each of the articles or press releases will emphasize the good work the advertiser is doing by helping the nominee get the much-needed water or sanitation system. The articles are mainly for inspiring many others to nominate for the Solutions.

- build for the nominee for free the subject Solutions at the location further described below. You agree to do this soon after the advertiser publishes all the ads that they plan to publish in any 7 days in offline news media. I understand that the advertiser will mark the Solutions with their logo/name, free of charge.
- publish 7 different news articles about my nominee's marked Solutions to inspire many others to also nominate for the Solutions. This publicizing will happen after building the nominee's Solutions.

The nominee, _____

_____ (full name and address of the nominee) and I agree that the Solutions be built in _____

_____, a site within the community/school.

The nominee agrees to prepare the foundation and provide all unskilled labor required.

Sincerely yours,

_____ (my signature)

_____ (my email address)

_____ (my cell number)

