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### ***The Emergence Angels Campaign***

In The Emergence Angels Campaign individuals, foundations and corporations are being asked to help maintain momentum in the development of ***Dreams into Action – The Waiting Is Over***. McKinley Williams has established a fiscal sponsorship with *From the Heart Productions*, which has been funding films and multi-media projects since 1993 under the 501 (c) (3) Internal Revenue Code of 1954. It is also classified as a public charity under section 509 (a) (2) of the Code. As such, any monetary donations contributed to this project qualify as charitable contributions under the U.S. Tax Code. The IRS Tax ID # for the fiscal sponsor is 95 444 5418.

The following gift ranges and projections are intended to illustrate a likely fundraising campaign scenario and, as such, are not in any way written in stone. In fact, one, two or several generous benefactors and/or angel investors could fund the whole launch as described.

#### **Triumphé Transformational Angels Circle:**

Target: 2 @ \$50,000 ea.

Visionary corporate sponsorship/underwriting  
Visionary Foundation grant  
Visionary Transformational Individual gift

#### **Triumphé Transformational Angels Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. A gift at this level entitles the contributor to an *Executive Producer* credit on the documentary film that chronicles *Dreams into Action – The Waiting is Over* project;
2. Acknowledged on all marketing materials as a *Transformational Angels Sponsor*;
3. McKinley will either speak or perform as a guest at a function of their choice, schedule permitting, at no charge, (travel & per diem excluded);
4. View a recording session or videotaping, complete w/photo ops & will receive final complimentary copies.

#### **Triumphé Leadership Angels Circle:**

Target: 4 @ \$25,000 ea.

True Believer Corporate sponsorship  
True Believer Foundation grant  
True Believer Individual gift

**Triumphé Leadership Angels Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. A gift at this level entitles the contributor to a *Producer* credit on the documentary film that chronicles *Dreams into Action – The Waiting is Over* project;
2. Acknowledged on all marketing materials as a *Leadership Angels Sponsor*;
3. McKinley will either speak or perform as a guest at a function of their choice, schedule permitting, at no charge, (travel & per diem excluded);
4. View a recording session or videotaping, complete w/photo ops & will receive final complimentary copies.

**Triumphé Cornerstone Angels Circle:**

Target: 5 @ \$10,000 ea.

Cornerstone Corporate sponsorship  
Cornerstone Foundation grant  
Cornerstone Individual gift

**Triumphé Cornerstone Angels Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. A gift at this level entitles the contributor to an *Associate Producer* credit on the documentary film that chronicles *Dreams into Action – The Waiting is Over* project;
2. Acknowledged as member of the *Cornerstone Angels Circle* on marketing materials and on website;
3. McKinley will either speak or perform as a guest at a function of their choice, schedule permitting, at no charge, (travel & per diem excluded);
4. View a recording session or music video taping, complete w/photo ops & will receive final complimentary copies.

**Triumphé Inspirational Angels Circle:**

Target: 10 @ \$5,000 ea.

Cornerstone Corporate sponsorship  
Cornerstone Foundation grant  
Cornerstone Individual gift

**Triumphé Inspirational Angels Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. A gift at this level entitles the contributor to an *Inspirational Angel* credit on the documentary film that chronicles *Dreams into Action – The Waiting is Over* project;
2. Acknowledged as member of the *Inspirational Angels Circle* on marketing materials and on website;
3. McKinley will either speak or perform as a guest at a function of their choice, schedule permitting, at no charge, (travel & per diem excluded);
4. View a recording session or music video taping, complete w/photo ops & will receive final complimentary copies.

**Triumphé Champion Angels Circle Team:**

Target: 50 @ \$1,000 ea.

10 Champion Teams @ \$10K total/team  
(bundled gifts strategy: 10 angels X \$1000 ea = \$10,000)  
Corporation and/or organizational gifts aggregation strategies

**Triumphé Champion Angels Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. A gift at this level entitles the contributor to a *Champion Angel* credit on the documentary film that chronicles *Dreams into Action –The Waiting is Over* project;
2. Acknowledged as member of the *Champion Angels Circle* on brochure materials and on website;
3. Will receive complimentary copies of first printings of Book, CD's & DVD's;
4. McKinley will appear as a guest at a function of their choice, schedule permitting, locally.

**PHASE II Fundraising Strategy**

Phase II of the Emergence fundraising campaign is intended to benefit from broader PR and social branding efforts that were implemented in Phase I of the campaign creating greater awareness in the broader community. These gifts are projected to be in lower amounts than those anticipated in the earlier phase and will depend more heavily on the aggregation of gifts via fraternal organizations, corporations, and other organizations where gifts can be “bundled” much as they often are in political fundraising campaigns.

**Triumphé Partners Circle:**

10 Partner teams @ \$5K total/team  
(bundled gifts strategy: Personal gifts of \$500 and  
9 more gifts of \$500=\$5,000 X 10)  
Corporation and/or organizational gifts aggregation strategies

Target: 100 @ \$500 ea.

**Triumphé Partners Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. Acknowledged as member of the *Partners Circle* on brochure type materials and on website
2. Will receive complimentary copies of first printings of Book, CD's & DVD's;
3. McKinley will appear with them in a professional photo op.

**Triumphé Affiliates Circle:**

100 Affiliate teams @ \$1K/team  
(bundled gifts strategy: Personal gifts of \$100 each  
with 9 others at \$100=\$1,000 X 100)  
Corporation and/or organizational gifts aggregation strategies

Target: 1000 @ \$100 ea.

**Triumphé Affiliates Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. Will receive complimentary copies of first printings of Book, CD's & DVD's;

**Indiegogo Crowdfunding Campaigns and Additional  
Donations from the General Public**

**Triumphé Associates:**

Indiegogo Campaign  
(4 separate sequenced campaigns)

Target: 2,000 @ \$25 ea. Average gift

**Triumphé Fans:**

Donations from General Public  
(not affiliated with the Indiegogo campaigns.  
Donations made  
at live McKinley Williams' musical performances  
and speaking engagements, etc.).

Target: 2,000 @ \$25 ea.

**Triumphé Associates and Fans Circle Acknowledgements/Gifts:**

Proposed Benefits:

1. Will receive complimentary copy of first printings of either the Book, CD or DVD