



Requests for Book Promotions by the V Foundation

- **100% of author's proceeds benefit the V Foundation (if book is in-line with our mission)**
 - Press release announcing book will benefit V Foundation
 - **Inclusion on the V Foundation's homepage carousel for one month**
 - Multiple social media posts mentioning the book, across all V Foundation channels, during two mutually selected times of year
 - Author must provide image and link to book
 - If overlap occurs, potential to be mentioned in V Foundation media interviews
 - **Opportunity to feature the author in an "In Their Own Words" blog**
 - Book and author mentioned in a V Foundation eNews
- **Some percentage of author's proceeds benefit the V Foundation (if book is in-line with our mission)**
 - **Inclusion on the V Foundation's homepage carousel for one week**
 - Two Facebook posts and two Tweets discussing the book
 - Author must provide image and link to book
- **Does not benefit the V Foundation**
 - If there's no benefit to the V Foundation, a determination needs to be made if the **person is enough of a "Friend of V"** AND the book is substantially aligned with the **V Foundation's mission**, that we can agree to mention the book
 - If so, the V Foundation will allocate one Facebook post and one Tweet
 - Author must provide image and link to book
 - If not, respond with a sentiment similar to:
 - Due to an overwhelming number of requests, we cannot meet all asks and unfortunately cannot share this book
- **Book is authored by a board member, staff member, or someone on the "inside"**
 - "Due to IRS regulations concerning the ability to benefit from influence of a not for profit organization, books written by board members and other insiders require **further evaluation.**"

*MESSAGING: We thank the author for their support, but must be careful not to promote or advertise the book!