

\*\*\* Communications:

Thank you for taking the time to consider partnering with us as we seek to assist communities in their times of need. As we discussed, here are a few potential ideas for how we can serve together:

- Explore the status of the relationship between the ARC and \*\*\* Communications regarding the Sound the Alarm campaign.
- Assess if microsite giving continues to be a viable fundraising tool for disaster relief efforts and if so how to improve promotion of, and engagement with, the microsite.
- Engage \*\*\*'s substantial customer base via targeted marketing/fundraising efforts. For example:
  - Offer the option for customers to round up their monthly bill payments, with the additional proceeds directed to ARC services. If 5% of the 58M households rounded up by \$0.10/month = 2.9M households, \$290K/month, \$3.48M/year; 1% @ \$0.10 = 580,000 households, \$58K/month, \$696K/year.
  - Partner with \*\*\* via a customer satisfaction survey whereby respondents are incentivized to complete the survey and donate to the ARC.
- Work with \*\*\*'s substantial employee base through a payroll deduction campaign.
- Discuss opportunities with \*\*\* on strategies for implementing and maintaining reliable communication and Broadband network infrastructure during disaster relief efforts.

I look forward to many years of successful partnership and benefit to those in crisis.