

SwiftAid.org Advertising Plan

By Tim Elston

SwiftAid.org is currently considering two options for third-party advertising. These options are:

- Place Google AdSense ads that advertise goods and services related to disaster aid on each page. Examples of appropriate ads are those related to health and home insurance, and survival equipment and food storage.
- Feature ads from major corporate donors both in the margins of individual pages and on feature pages that showcase and link to these corporations. A corporate feature program would encourage corporate donations by demonstrating corporate goodwill and thus boosting corporate image among the public at large.

SwiftAid.org may also eventually develop an online store that features goods and services relating to personal safety, health, survival, and insurance. But that would be an undertaking for the future, after our main focus is well established.

SwiftAid.org will be dependent, however, on its donation program. To this end it will focus on advertising its own name on other Web sites related to the emergency response industry. It will build partnerships with relief organizations, like FEMA, the Red Cross, and the Salvation Army and seek to become as well known as these organizations, with its unique specialization in financial and food distribution strategies.