



## **Memorandum of Understanding**

- The Online Book Company (Friends and Relations Limited) have pleasure in providing The Queen's 90<sup>th</sup> Birthday Book for you, your friends and charity supporters to use for the purpose of leaving birthday messages to celebrate HM The Queen's 90<sup>th</sup> birthday. In addition, those supporters who purchase a fundraising medal will help raise money for your Charity.
- There is no charge of any kind to your Charity or organisation, or the end user (e.g. your supporters) for using the Online Birthday Book.
- The more of your supporters you get to engage with the book the greater the return will be from those purchasing the fundraising medal.
- The fundraising medal has been produced by The London Mint Office and anybody leaving a message in the Online Book is at liberty to purchase one.
- There are links to the medal side from The Queen's Birthday Book and when purchasing a medal your supporters will see a dropdown box within which all those charities who participate will be listed. Clicking on your Charity will ensure that the donation of up to £5 (see below) will be diverted to your Charity.
- For those undecided as to which Charity they would like to support there is the option of distributing the payment between all participating charities.
- The London Mint Office will send out quarterly statements to the participating charities with details of the remittance and the first notification will go out on the 28<sup>th</sup> of March 2016.
- We will periodically write to the Primary contact and other contacts of the book to update them with exciting developments.

## **Donations**

The more medals that are cumulatively sold the greater the donation to the Charity up to a maximum of £5 per medal. This is a cumulative donation for all medals sold throughout the world and is not what an individual Charity has to sell.

Sales up to and including 19,999 medals - £1 per medal  
Sales over 19,999 medals up to and including 29,999 - £2 per medal  
Sales over 29,000 medals up to and including 39,999 medals - £3 per medal  
Sales over 39,999 medals up to and including 49,999 medals - £4 per medal  
Sales over 49,999 medals - £5 per medal

For the sake of clarity when 50,000 medals sell it will trigger a £5 donation on all medals sold. If only 40,000 medals are sold then the donation figure will be £4 on all medals sold.

## **Messages**

All messages left in the book will be subject to moderation and in so doing help negate the chance of any abuse.

## **Data**

In order to leave a birthday message in The Queen's Birthday Book which can be edited and added to, individuals will (as is normal practise) have to set up an account. The data received will follow our ISO9001 and ISO27001 certification and will not be made available to any 3<sup>rd</sup> parties. Those who register will be given the option as to whether they would like to be kept in touch with the progress of The Queen's Birthday Book.

### **Liability**

We at Friends and Relations Limited (part of The Online Book Company) have used our best endeavours to create a robust and stable online book for your supporters to engage with. Furthermore, through the purchase of medals this will also be a fundraising platform.

We have used our best endeavours to produce a robust and stable platform which has been thoroughly tested in accordance with industry practice and ISO27001, and there is no liability whatsoever for its malfunction.

### **What we require from you**

There is no obligation for you to do anything but the more you engage your supporters the more income is likely to be generated. To that end we would ask you to give consideration to engaging your supporters by informing them about The Queen's Birthday Book through newsletters, social media and links from your website. You will find specimen letters and social media comments for you to use in the main body of this email.

### **P R Opportunities**

We are using Amazon PR to help promote the book and already some lovely stories have been forthcoming about The Queen's patronage to different charities. The more stories that can be generated the more exposure your charity will have, and the greater the fundraising potential will be. Any PR opportunities should be addressed to Kirsty Kitchen at Amazon PR:

Tel: 020 7700 6952 or Email: [info@amazonpr.co.uk](mailto:info@amazonpr.co.uk)

### **Duration of Campaign**

The campaign will run until January 2017.

### **Agreement**

By completing and submitting the online Registration Form you are deemed to accept the terms of the Memorandum of Understanding.

We anticipate the major thrust of activity will take place from the beginning of April through to the end of June, during which time both the Queen's national and official birthday will fall.

**Jonathan Haward**

Managing Director

Friends and Relations

*Part of The Online Book Company*

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