

GO DIGITAL, BE A SMART NGO



**LEAD INDIA
FOUNDATION**

LEAD INDIA FOUNDATION
Networks | Fund Raising | Capacity Building | Consulting | Research | Training

B.O.S.S.

Back Office Support Solutions

*Where Perfection
is Everything....*

FOR SMART NGO's

Choose the Services
that fit *your needs!*

technical
services

office
services

reception
services

my own
domain
name &
more...

Networking/Liaison

Proposal Writing

Capacity Building

Fund Raising

Research

Training

WHY B.O.S.S. ?

Because Every
N.G.O.
Requires Intelligent
Professionals &
Experts in the Domain for
Success

Digital
Marketing

Documentation

Submit
Project
Submission

**IT IS NOT JUST AN OFFICE AWAY FROM YOUR OFFICE
IT IS MORE THAN THAT. IT IS AWESOME...**



GO DIGITAL, BE A SMART NGO

BACK OFFICE SERVICES

BOSS IS THE ULTIMATE CHOICE
OF MORE THAN 200 NGOs

Back Office Support

Back Office Support Solutions is your answer to these questions and more. Whether you are a small business owner, struggling to pay for the right talent on a limited budget...a high-growth company, looking for instant finance and operations expertise...or simply challenged with lowering overhead costs and employee headcount, we can help.

- ▶ Struggling to pay for the right talent on a limited budget?
- ▶ Are you experiencing growth or business changes?
- ▶ Are you worried about increasing overhead costs and headcount?



Virtual Office

Have you heard about "Virtual Office"? Just an actual address, an email ID and all the online action with a click of your finger tip, no investment in office, 10 employees and you pay INR 20,000/ PA, all your required work in a stipulated period. A great Surprise!!! NO???



HIGH QUALITY BACK OFFICE SUPPORT AT
AN AFFORDABLE RATE ACCOUNTING, HR,
BOOKKEEPING, TAXES AND MORE.
RELIABLE & HONEST... WE SAVE YOU TIME!

CONTACT US

Leave the routine
administration & Documentation
task onto us and thus
find more time for your
actually non profit priorities



GO DIGITAL, BE A SMART NGO



For NGOs, the Need of the time is, **"Dashing- Personality, powerful- Presentation, professionally managed working Wi-Fi Platform, well maintained Infrastructure and well educated Employee"**, then only you will get an environment to sustain and progress. This is the time where you have to **PROVE OR YOU WILL PERISH**. But to get all these, you need to do **GREAT INVESTMENT** in the way of **MONEY, MIND AND MOMENTS**. It may require more money, more time and more intellectuals. But what, if you are getting it all in one place, just donating 20,000 INR at the time of joining and 2500 INR/ month.

BOSS initiated by Lead India Foundation is the right choice

Lead India Foundation is an ISO 9001- 2008 certified not for profit, non-religious, non-political, non-governmental organisation, established to network, nestle and nurture NGOs across the country, so that a single aim and a single action in a single area can bring a sustainable and successful positive social change and will spread across the nation at a single time. To achieve this objective, all the NGOs who are united by us through networking, nestling and nurturing will be motivated, mentored and monitored in a regular basis to bring a visible and sustainable social change across the country at one time.

Our Mission & Approach

To provide non-profits access to one of the world's best Back Office services, solutions and talents therefore meeting their complete end-to-end services and requirements.

Our approach can be found in our thinking, our performance, and most importantly, in our delivery to our clients. We believe in building long-term relationships with our clients, based on a mutual understanding of our high standards of service and professionalism. Every Non Profit entity has its unique set of requirements and these requirements are met promptly and efficiently by our unparalleled methodologies, knowledge and execution.



PLACE FOR YOUR NGO TO WORK SUCCESSFULLY



Why B.O.S.S.?


GO DIGITAL, BE A SMART NGO

BECAUSE PERFECTION IN BACK OFFICE MANAGEMENT IS HIGHLY REQUIRED FOR ALL NON PROFITS

In our last five years' experience with grassroots NGOs across the country, we found that, all the NGOs chiefs have determined to be a social entrepreneur with a great aim to be a change maker in the society and bring some positive change in their surroundings. But, during the time of registration and after the registration, they come with number of problems and the greatest problem they face is **PERFECTION IN BACK OFFICE MANAGEMENT**.

Reason to unable to meet the perfection are many, some of them may be as follow:

Information | Knowledge | Investment | NGO Experts | Employee | Infrastructure | Internet Access



Virtual Office Assistant

- No Sick Days
- No Worries
- No Drama

- ▶ Struggling to pay for the right talent, good infra, recurring expenses, traveling costs, meeting funding agencies, hiring consultants on a limited budget?
- ▶ Unable to prepare and submit Projects in time to the Funding agencies due to lack of knowledge, lack of information, lack of accessibility to the internet?
- ▶ Experiencing problem in growth or get Frustration in bringing changes due to above reasons? Your employees are making disturbance and becoming headache?
- ▶ Are you worried about increasing overhead costs and headcount and planning to go for a low cost office for the best result?



BOSS
is only cost effective
SOLUTIONS
for All Your Non Profit
Needs



**Get Better Solution at
Affordable Price**

How B.O.S.S. will help?

GO DIGITAL, BE A SMART NGO

Back Office Support Solutions (BOSS) is an administration, documentation, management, accounting and human resources supporting project of Lead India Foundation, India and Give Globally Foundation, USA. We are dedicated to fulfilling your administration, management, accounting, human resources and operational needs. One size never fits all, especially when it comes to administration, management, accounting and human resources, we provide a personalized and tailored approach to help you meet your non-profit business goals. When you are assured that your administration, management, accounting and human resources services are in good hands, you can concentrate on doing what you do best: growing your non-profit business.

Who Should Join?

- ❶ All NGOs who do not have access to Internet
- ❷ NGOs who do not know how to write in English
- ❸ NGOs lack of idea in Drafting and have no staff to do so
- ❹ NGOs do not have sufficient finance to have their office
- ❺ NGOs who have no idea how to approach grant makers
- ❻ NGOs want to work with International funding agencies but have no sources of information
- ❼ NGOs who want a professionally dedicated team.



Free Services & Benefits

Enhance your professional approach for growth and good communication through Lead India Foundation

- ❶ Information About the deadlines of the announced Projects from Funding Agencies
- ❷ Guidance on meeting the criteria of the funding agency and submit their project before the dead line
- ❸ Prepare your Annual Report and Get your Audit report after paying an affordable amount mutually agreed upon
- ❹ Get all the legal Services for the safety of your organization with renowned legal Offices
- ❺ Do the follow up of the project without any worry as experts will handle them to get success
- ❻ Got a professional team to handle your project, handle your financial development and overall development of your organization in a very nominal amount
- ❼ No need to run to offices and spend money behind officers. Just a phone call is enough
- ❽ No tension for writing Projects, projects will be written in your virtual office and real employees
- ❾ No tension to meet funding agencies or greet funding agencies it will be taken care by the virtual office and Real employees

PROPOSALS AND DRAFTING SERVICES	OFFICE OF THE ACCOUNTS AND COMPLIANCE OFFICE	REGISTERED OFFICE OF THE ORGANIZATION
REVISIONS OF THE DRAFTS OF THE PROJECT	REVISIONS OF THE DRAFTS OF THE PROJECT	GRANT & FUNDING SERVICES
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REVISIONS OF THE DRAFTS OF THE PROJECT	REVISIONS OF THE DRAFTS OF THE PROJECT	GRANT & FUNDING SERVICES

DO NOT RUN BEHIND FUNDING AGENCIES, WE ARE MORE PROFESSIONAL TO DO IT



Our Team USA

GO DIGITAL, BE A SMART NGO



Andrea Glenn
Office Executive
info@leadindiafoundation.org

Andrea holds a Bachelor's Degree in Business Administration with a double concentration in Accounting and Finance from the University of North Carolina Wilmington. Go Seahawks!



Brent Blake
Senior Executive
info@leadindiafoundation.org

Brent holds a MA (Accounting) in ERM from North Carolina State University in Raleigh and a BBA in Finance with an Investments concentration from Kent State University in Kent, Ohio.



Henriette Larsen
Office Executive
henriette@leadindiafoundation.org

Henriette holds a Bachelor's degree in French Literature and a Certificate in Accounting for Controllers from UC Berkeley Extension.



Liz Whitt
Senior Manager
liz@leadindiafoundation.org

Liz holds Bachelors and Master's Degrees in Accounting from East Carolina University in Greenville, North Carolina.



Matt Crotty
Manager
matt@leadindiafoundation.org

Matt received his Bachelor's degree in Business Administration and Master's degree in Accounting from the University of North Carolina at Chapel Hill and currently has memberships with AICPA and NCACPA.



Megan Bailey
Manager
megan@leadindiafoundation.org

Megan received her Masters and Bachelors of Science in Accounting from East Carolina University in Greenville, North Carolina. Her professional organizations include the AICPA.

Our Team India

MAKING YOU DIGITALLY SMART



Mahesh Parmar
Networking Co-ordinator
mahesh@leadindiafoundation.org

Mahesh Parmar - Networking Co-ordinator of Lead India Foundation. He has Completed his bachelors in Computer Application from Gujarat University. He has a lot of interest and experience in development sector. his passion to work something different in the society insisted him to join Lead India Foundation.



Venu Dani
Project Relation Co-ordinator
venu@leadindiafoundation.org

Venu Dani - Project Relation Co-ordinator of Lead India Foundation. She has completed her Masters in Business Administration from Madurai Kamrai University in specialization of HumanResources. Venu support the Public Relations in creating innovative public relations strategies,marketing collateral and digital media for a growing Lead India Foundation.



Hardik Sanyal
Front Desk Executive
hardik@leadindiafoundation.org

Hardik Sanyal - Front Desk Executive at Lead India Foundation. Prime Duty of Hardik is answer a call and maintaining a record of appointments and coordinate these to the right people in the office. And perform any other duty as proposed by the International Director.



Tejal Gajjar
Project Promoter
tejal@leadindiafoundation.org

Tejal Gajjar - Project Promoter of Lead India Foundation. Tejal is a Masters degree Holder in labour Welfare from Gujarat University. Responsible for promoting the features of a project to our member.



Neha Sethi
Assistant Project Relation
neha@leadindiafoundation.org

Mrs. Neha Sethi. She is a young member of Lead India Foundation. She has cleared her XIIth Standard from Siddhartha International School, Samalkha affiliated from CBSE Board. She has done graduation from Delhi University pursuing CA from The Institute of Chartered Accountant of India, Delhi. In 2012. She has qualified CA - Inter Professional Competence Course.



Payal Patel
Social Innovator
payal@leadindiafoundation.org

Payal Patel - An MBA degree holder from Gujarat technology university, works as the Social Innovator of Lead India Foundation. Payal is Support in developing guidelines, reporting and monitoring formats for easy data collection, perform any other duty as proposed by the International Director.

International Director

SMARTING ORGANIZATIONS DIGITALLY



Manoj K. Pattanaik
International Director, Lead India Foundation
info@leadindiafoundation.org

Manoj Kumar Pattanaik is a lawyer based in Gandhinagar. He is well travelled across India and USA. He has previously lived in many states of India and USA. He has worked previously as a Legal Researcher Attached with the Researcher for human rights and poverty Alleviation, International Migration and human trafficking, Intellectual property rights, Access to Information and Access to Knowledge. Presently, he is doing research on Sustainable Development Goal and human rights as a tool for poverty alleviation. Manoj has significant probono experience, having assisted more than 500 organisations working in the field of Human rights, livelihood, Elderly Care, Juvenile justice, restorative justice and women empowerment entrepreneurship. He has Initiated Give Globally Foundation in USA having more than 10 year experience in Project Writing for Non-Profits, Legal Adviser and a successful fund raiser.



TESTIMONIALS:

GO DIGITAL, BE A SMART NGO

At BOSS, our customers always come first. Our mantra is simple - understand the customer's pains, and offer solutions that cure them. By providing superior products and services backed by unparalleled support, BOSS has helped a variety of organizations gain control of their network environments. And while these solutions benefit any type of company, BOSS also offers expertise within specific industry segments including immigration, tours and travels, financial, global education and services. Over the years, BOSS has built an impressive list of clients who have benefited from our services.



Tired of the deadlines and complexities involved with making sure the right reports are generated with the right dates, data, and visuals? Take the Service of Lead India Foundation offered BOSS Program, Reporting Solutions can make your life easier. BOSS is the Best Solution for All our Back Office Needs. Thank you Manoj Pattanaik, thank you BOSS.

LT Stephanie H. Young - Deputy Chief, Social Media United States Coast Guard



Frustrated dealing with dated and slow interfaces? Want to transition to a new system? Join the BOSS program of Lead India Foundation, India or Give Globally foundation USA, further details about our success after joining BOSS Conversion Services Solution can be shared with anyone who wants to know from me about BOSS. BOSS is the BEST.

Lauren Friedman - Head of Social Business Engagement Adobe



BOSS can save you time and money by delivering comprehensive data management, daily accurate Funding related values, performance calculations, funding reporting, fund raising, and much more in a secure private Virtual environment WE gave accepted the same environment.

Jennifer Lashua - Editor-in-Chief Intel Corp. USA



BOSS initiated by Lead India Foundation and Give Globally Foundation, USA is the most valuable partner we have. In addition to making our lives easier, freeing up our time to focus on revenue-generating activities, saving us thousands of dollars and actually finding money we had overlooked, they've been there for us to lean on through some pretty hairy situations. Manoj Pattanaik is a trusted advisor and I appreciate the entire BOSS team on both a professional and personal level."

Ricki Wachs - Director of Social Media



Manoj Pattanaik and his staff have been fantastic to work with. Manoj's dedication to the Project writing and her personal attention to the Board of Directors questions about the HRC's fundraising has allowed us greater focus on furthering our Human Rights Campaign mission

Maureen McCarty - Associate Director of Digital Media Human Rights Campaign



BOSS of Give Globally Foundation along with Mr. Manoj Pattanaik has always been able to advise me regarding Grant writing questions for my small organisation at an affordable rate. The extra support and professional fund raising analysis has allowed the organisation to make much better decisions long term.

Heather Doherty - Social Operations Manager



READ WHAT THE WORLD SAY ABOUT US



Tired of the time spent retrieving, posting, and reconciling daily files? Overwhelmed with non profit actions and performance auditor project writing? Join the Back office Services Solution Today, we did it before two months.

*Jessica Henry
Director of Marketing and Public Relations, Not For Sale*



Want a safe and secure hosted environment for your NGO? Join to learn how BOSS Hosting Solutions can help you. They are doing great Digital Marketing Solutions for nonprofit which improves the fund raising capacity.

*All Gargoneg
Enterprise Director of Social Media Strategy Transamerica*



Need your management skills processed right the first time? JOIN the BOSS program for all Services Solutions of your non-profit with great Social Media Optimisation.

*Matt Davis
Director, Social Strategies Franklin Templeton Investments*



Need those pesky projects off your desk? BOSS can help you with a variety of Project Solutions that will Save you Time and Money. BOSS initiative is having good grant writing skills lead by Manoj Pattanaik.

*Nikki Mitchell
Vice President of Public Relations Baylor Scott & White Health*



Join Us
**Don't Just Take
 Our Word for It...**



What our Indian Service takers say

As a start up, it's been imperative to streamline our model and make the smart decisions from day one. BOSS has been one of these decisions and has been instrumental in our launch and ongoing operation. Manoj Sir's NGO expertise, professionalism and ability to become an extension of our firm, has allowed us to focus on growing our NGO.



'Back Office enabled us to provide a full service to our clients with the peace of mind that our Funding agencies would receive timely payments.'

David Sharmay - Secretary EDO TWS, Manipal



'Every single team member of BOSS is willing to go the extra mile for us and our Funding Agencies - absolutely nothing is too much trouble.'

Chandrasekhara A. Waghmare - Crown Of Life Ministries, Maharashtra



'A truly ethical operation in a sector when ethics are often seen as optional at Lead India Foundation.'

Anil Kumar - Secretary Sarva Uthan



'We couldn't imagine working with anyone else, Other than Lead India Foundation.'

Urmila Devi - Secretary Sarv Shree Saman Samaj Kalyan Samiti



'Very happy with the service of BOSS. Our NGO Management is exceptional.'

Koushik Kishor Ray - Secretary Sarvapravahadipramudyog Samiti



'Every single team member is willing to go the extra mile for us and our Fund Raising activity - absolutely nothing is too much trouble.'

Neelam Singh - Secretary



'My working life would be a lot more complicated without Lead India Foundation and BOSS in support.'

Mr. Sanjeev Kumar - Secretary Aashra Gurm Seva



'I never have to worry about my Project Writing, knowing BOSS is handling all aspects.'

Kapur Kaur - Secretary Bala Bharti Educational & Welfare Society



'I never have to worry about my Proposal writing and Application for Fund Raising, knowing Manoj Sir and BOSS of Lead India are handling all aspects.'

Kishor Shirsalkar - Chief Functionary, S.M.C.T, Maharashtra



For All type of NGOs in the country, Lead India Foundation initiated BOSS program. I have studied it very clearly and understood it from every corner. Mr. Manoj K. Pattanai is a very dedicated legal and NGO promoter and under his leadership BOSS is becoming more popular among the NGOs of India. NGOs will get an unconditional development in fund raising no doubt but the most important thing is the organisation will become strong in the Back Office, Digital Marketing, Liaison, communication and international development.

Dr. Philipose - Dy. Director, Central Social Welfare Board, New Delhi, India.

GO DIGITAL, BE A SMART NGO



Manoj Sir's NGO expertise, professionalism and ability to become an extension of our firm, has allowed us to focus on growing our NGO.

Sajal Singh - Atokpan Awanglilai (Manipur)



'Back Office have been a fantastic support to me and they represent my NGO in a professional manner.'

Siba Prasad Mahapatra - INDIVIDUAL MEMBER



'BOSS and Lead India Foundation has been a fantastic support to me and they represent my business in a professional manner.'

Usha Tiwary - Secretary Shram Shakti



'Had we not begun working with BOSS as and when we did, our growth would have been much slower.'

Ravindra Pandey - Secretary H.A.S.P.R.S



'I am extremely pleased with the staff and service I receive from Lead India Foundation.'

Satish Anand Singh - Secretary Swaraj Sabha



'I think of BOSS and Lead India Foundation as an integral part of the team.'

J.N. Jha - Secretary Institute Of Environment & Eco - Development



'Lead India Foundation Initiated BOSS is Attentive, friendly and well informed.'

Anurag Dixit - Secretary Adarsh Seva Samiti



'My working life would be a lot more complicated without Lead India and Give Globally Foundation in support.'

Dr. Mark Gnanasiga - Member - Director Shred



'Need those pesky projects off your desk? BOSS can help you with a variety of Project Solutions that will Save you Time and Money. They have helped me too.'

Durgamudhaya Paruthi - Jena Kalyan Prasthan (Odisha)

To get this unmatched Opportunity, you need to do the following things:

- ▶ Give a non-refundable amount of annual deposit: Rs 20000
- ▶ Sign the contract to be the virtual owner of the address, submit all the papers we require Deposit monthly donation in advance: Rs 2500
- ▶ Every month you refer two NGOs to contribute to our NETWORK

Payment Details: All the payments can be done in the following way:

Online Payment/ DD/ Cash: Please deposit the amount as per the following details

(a) Account name: Lead India (b) Bank Name: United Bank of India, Gandhinagar, Gujarat

(c) Account No: 1455050002080 (d) IFSC Code: UTBI00GNR59

(e) Scan the deposit slip and send as an attachment along with the Application form to info@leadindiafoundation.org

Visit us at www.leadindiafoundation.org or www.givegloballyfoundation.org



BE A BFC

GO DIGITAL, HELP NGOs TO BE SMART

Interested to Start a BOSS KIOSK (Facilitation Centre) at your Place Lead India Foundation, to make its BOSS initiative more effective, affordable and accessible for all its members. Small and middle sized NGOs and service takers, going to open BOSS Facilitation Centres at all the metropolitan cities of Indian States. These Centres will perform the work of Documentation and Information collection and Distribution centre at the local level. Initially we are opening BOSS facilitation centres in the following cities of India:

1. Andhra Pradesh-	Hyderabad	16 Manipur	Imphal
2. Arunachal Pradesh	Itanagar	17 Meghalaya	Shillong
3. Assam	Dispur	18 Mizoram	Aizawl
4. Bihar	Patna	19 Nagaland	Kohima
5. Chhattisgarh	Raipur	20 Odisha (Orissa)	Bhubaneswar
6. Goa	Panaji	21 Punjab	Chandigarh
7. Gujarat	Gandhinagar	22 Rajasthan	Jaipur
8. Haryana	Chandigarh	23 Sikkim	Gangtok
9. Himachal Pradesh	Shimla	24 Tamil Nadu	Chennai
10. Jammu and Kashmir	Srinagar	25 Telangana	Hyderabad
11. Jharkhand	Ranchi	26 Tripura	Agartala
12. Karnataka	Bengaluru	27 Uttar Pradesh	Lucknow
13. Kerala	Thiruvananthapuram	28 Uttarakhand	Dehradun
14. Madhya Pradesh	Bhopal	29 West Bengal	Kolkata
15. Maharashtra	Mumbai		

What is BOSS Facilitation Centre

BOSS Facilitation Centre is a Franchised office of Lead India Foundation, an ISO 9001-2008 to support the Work of NGOs who are the Members, BOSS Service Holders and BOSS Partners of Lead India Foundation. All of the organisations are non-profit organisations established as per the rules and regulations of different Non-profit laws of the country and working for the benefit of the public especially marginalised sections of the society. The Facilitation Centre functions to provide information on different programs and proposals that may be important to the NGOs in that area, it helps in collecting Latest information and Documents of the NGOs for preparing their projects and submission and at the same time maintains a high level of co ordinations among the NGOs for their growth.

Benefits of Being the Franchisee of BOSS Facilitation Centre As per brand of Lead India Foundation

An established business concept in Non Profit;
An established brand of Non Profit;
Well-defined operating systems and cost structures; and On-going training and operations support.

Higher brand awareness;
Increased system-wide sales;
Stronger community relationships; and
Differentiated market presence.
Be a leader for the NGOs in your Area

Financial Benefit: All the State level BOSS facilitation Centres will Get **30%** of One-time deposit from an NGO Registered at the facilitation centre and **30%** of Monthly payment received from the NGOs Requirement of BOSS KIOSK (Facilitation Centre). Earning Capacity will be more than 50K per month. Apart from this BFC will get an administrative cost of **20%** extra from the income of that month to meet the salary of the employees.



BOSS KIOSK FRANCHISE REQUIREMENTS

GO DIGITAL, HELP NGOs TO BE SMART

Lead India Foundation got its start as a Networking, Nurturing and Nestling organisation in India and started its International activity in USA in the name Give Globally Foundation in 2012 with an ingenious concept of offering fund raising and project submission activities in a trendy and comfortable atmosphere. Direct communication between Lead Indians and Non-profits, transparency in preparation, and a climate for openness and sharing all worked so well that expansion was a natural consequence, and we are now present on every States of India and USA. But, if there is one thing we have learned since beginning the journey, it is that each new city, region or country presents its own opportunities and challenges. The key to success lies in the people who lead the Lead India Foundation initiated BOSS KIOSK into the new areas. That is why we devote so much attention to attracting and selecting partners whose personal and professional qualities will make sure that the proven concept and system do not get lost in translation.

Rather than looking for pure investment partners, Lead India Foundation places great importance on building partnerships strengthened by the expertise and special knowledge of both franchisor and franchisee:

Lead India Foundation brings a successful and coherent concept which has already proven itself in numerous markets and which promises great chances for success when implemented systematically;

The franchisee brings his entrepreneurial skills, his knowledge of the local non-profit and cultural climate, his personal network and contacts, and last but not least his personality, all of which are essential to ensuring success of the franchise in his territory.

This leads to the following personal characteristics which Lead India Foundation looks for in a franchisee:

Strong identification with the Lead India Foundation concept	Visionary and entrepreneurial thinking
Team-oriented attitude/Pronounced self-confidence/Positive leadership and motivational skills	A hands-on approach and the ability to quickly acquire new knowledge
The willingness and ability to work as an entrepreneur and at the same time to be part of a larger system	A well-established network of local partners, authorities and opinion leaders
Keen understanding of the local mentality and culture	The willingness and ability to build up a successful brand in your market
A sound background in business development	Operational experience in the non-profit sector consultancy, legal Consultancy and educational consultancy branch

In addition, a Lead India Foundation partner must be up to the demands for financial performance required by the investment of substantial equity and debt capital in establishing a Lead India Foundation franchise.

Our experience shows that setting up the first BOSS KIOSK will cost about 1 million INR. This does not include various extra costs, such as company foundation and registration, legal advice, etc. The franchise partner must be able to bear at least 30% of this initial investment, and is responsible for raising the remaining amount on his own.

FRANCHISE FEES

Lead India Foundation will charge a monthly flexible franchise fee at between 40 to 50 %, depending on variables linked to location and turnover. The franchisee is also required to cover a one-time development fee of 50,000 INR per BOSS KIOSK. This fee covers Lead India Foundation's active participation in setting up the new location, including location selection, coordination of construction and renovations, staff training, etc. In this way the franchisee fee for a member of Lead India Foundation will be 5 lacs in INR and Non Members it will be 10 lacs INR. The amount may be changed without notice, the amount mentioned in the contract will be the final.

---All fee paid to Lead India for BFC are completely non-refundable after 30 days of signing the contract.---



OUR SERVICES

WORKING DIGITALLY TO HELP NGOs BE SMART

INBOUND MARKETING

HubSpot Partner	Content Marketing
Email Marketing	Marketing Automation
Blog Creation	Blogging
Social Media Marketing	

PAID MEDIA

Google, Yahoo, Bing
Paid Social Media: Twitter, Facebook, LinkedIn
Web Analytics
Retargeting, Results Reporting

WEB DESIGN

Responsive Design	Usability Testing
E-Commerce	Wordpress
Drupal	Content Creation
Mobile App Development	

Social Media Services

Social Media Strategy	Social Listening
Real-Time Monitoring	Community Management
Measurement & Refinement	Content Development & Distribution
Social Content Development & Deployment	

Influencer Marketing Services & Solutions

Digital Advertising Capabilities

Search Advertising	Shopping Advertising
Sponsorship Advertising	Display Advertising
Native Advertising	Remarketing/Retargeting
Social Media Marketing	

Digital Advertising Placement Opportunities

Google Networks	Bing and Yahoo! Networks
LinkedIn	Twitter
YouTube	Facebook
Site Specific Sponsorships	Pinterest
Syndication/Exchanges	

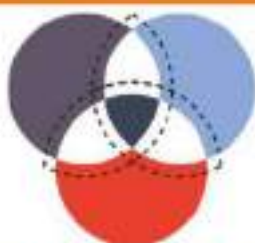
Program Components

PPC Consulting & Assessments	Competitive Analysis
Bid Optimization	Campaign Build-Outs
Ad Creative Optimization	Landing Page Optimization
Testing	Keyword Expansion

Our Website Analytics Services Include:

Keyword Research	Website Analysis
Social Analytics	Visitor Behavior Patterns
YouTube	Facebook
Sales Funnel Analysis	

STRATEGY TO DESIGN AND DEVELOP NGOS



INTEGRATED DIGITAL STRATEGY

Your Roadmap To Digital Success.

- Discovery
- Brand Awareness
- Audience Growth
- Community Engagement
- Donor Management
- Platform Analysis
- PR Optimization



Targeted Online Campaigns

Building and activating supporters.

- Fundraising
- Community Growth
- Lead Acquisition
- Awareness & Positioning
- Issue Advocacy
- Content Marketing
- Re-Engagement



Design & Development

Beautiful functional online wizardry.

- Websites
- Landing Pages
- Microsites
- Branding
- Collateral & Event Support
- Custom Development



Programmatic Goals

Innovative solutions to advance your mission.

- Education
- Deterrence
- Advocacy
- Recruiting
- Training
- Grassroots Movements
- Legislative Support

NO Extra Investment, No Extra tension, Extra projects and great services

GO DIGITAL , BE A SMART NGO

CALL US TODAY

- Fundraising/CSR Funding
- Community/Global Growth
- Lead Acquisition/ Liaison
- Brand Management
- Awareness & Positioning
- Issue Advocacy/Grant Writing
- Content Marketing/SMO
- Re-Engagement/Project Development
- Project Evaluation
- Total Back Office Solution



BACK OFFICE SERVICE SOLUTION (BOSS)

CONTACT US



**LEAD INDIA
FOUNDATION**

Networked | Fund Raising | Capacity Building | Consulting | Research | Training

-Corporate Office:-

Plot no. 168, Near Dr.Gunjan Jain Children Clinic, Near by Rajshree Cinema, Sector-21,
Gandhinagar, Gujarat (INDIA), Email : info@leadindiafoundation.org
Contact no. : +91 89052 33043

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