Fundraising for Your Main Street

MAKING MONEY THE FUN AND EASY WAY

heritageohio.org || October 3, 2015
Fundraising

Who needs money?
**Fundraising**

Fundraising can supplement the general operating budget, provide unencumbered funds for special projects, initiatives, and marketing.
Fundraising

A diverse funding source can insure that your program is stable, and will not become too dependent on one resource alone.

A general rule of thumb is that the Main Street program should be 1/3 public, 1/3 private, and 1/3 earned income.
Fundraising

Today, we’ll consider several different sources of funds, including membership, major fundraisers, minor fundraisers, merchandise sales, and most important, the Great American Plain Old ASK!

We’ll also talk about how to leverage your success to raise more money.
But first...

Being "501(c)(3)" means that a particular nonprofit organization has been approved by the Internal Revenue Service as a tax-exempt, charitable organization. "Charitable" is broadly defined as being established for purposes that are religious, educational, charitable, scientific, literary, testing for public safety, fostering of national or international amateur sports, or prevention of cruelty to animals and children.
The good...

One of the most distinct provisions unique to Section 501(c)(3) organizations as compared with other tax exempt entities is the tax deductibility of donations. 26 U.S.C. § 170, provides a deduction, for federal income tax purposes, for some donors who make charitable contributions to most types of 501(c)(3) organizations.
The bad (⋯)

Strict rules apply. **No part of the activities or the net earnings can unfairly benefit** any director, officer, or any private individual.

Further, lobbying, propaganda or other legislative activity must be kept relatively insubstantial. **Intervention in political campaigns or the endorsement/anti-endorsement of candidates for public office is strictly prohibited.**
And the really important

Nonprofit corporations, by definition, exist not to make money.

Under state and federal tax laws, however, as long as a nonprofit corporation is organized and operated for a recognized nonprofit purpose and has secured the proper tax exemptions, it can take in more money than it spends to conduct its activities.
Membership
Membership

Rather than think of our supporters as members, let’s call them investors.

Membership implies that you get something in return for your fee. An investor puts money into something in which they believes.
Membership

LIKE TODAY’S EVENT?
Help us bring you more!

LOVE HISTORIC MEDINA?
Be a part of keeping it a special place!

Like Today’s Event?
Help us bring you more!

Love Historic Medina?
Be a part of keeping it a special place!

Join us!

Love Historic Medina?
Invest in keeping it a special place!
Membership

Main Street Medina leads the effort for preservation, economic sustainability, and continued evolution of the Historic District as the heart of the community.

Whether we're coordinating an event in the Square, hosting four groups from out of town, helping a new business open or promoting an existing business, our bottom line is to make Medina the best place it can be. Won't you join us?

YES! I want to support Main Street Medina and help protect the outstanding quality of life we enjoy. Enclosed is my payment for a 1-year membership.

_____ $20 individual member
_____ $40 Family Member
_____ $100 MSM Donor

OR via Paypal at www.mainstreetmedina.com

Name
Address
City, State, Zip
Phone
Email

Please send payment to:
Main Street Medina
5 Public Square, Medina, OH 44256
info@mainstreetmedina.com www.mainstreetmedina.com

Follow us on Facebook!

*your membership donation is tax deductible as a charitable contribution to a non-profit organization 6/10

Non-Business Giving Support Levels
- Individual, $20 per year
- Family, $40 per year (2 or more in a household)
- MSM Donor, $100
- MSM Supporter, $200

Non-Business benefits
- Membership card and discounts to MSM merchant members
- Advance ticket sales for events
- Members only discounts on MSM events

Business Giving Support Levels
Small Business ($200-499 per year)

Benefits:
- Grand Opening OR landmark anniversary coordinated ribbon cuttings with City of Medina, Chamber, MSM
- One vote at the annual meeting
- Inclusion of business events and store specials in e-blast newsletter
- Facebook features, links, likes, and Facebook page creation assistance
- Facilitate exterior façade design
- Connections to the business community in the Historic District.
- 1 Membership card and discounts to MSM merchant members
- Discounted display advertising rates with The Gazette
- One month free advertising on Armstrong Cable local station
- Media relations support
- Discounted event sponsorship fees
- Free press release e-mailings
- Expanded listing on MSM Website
- Advance ticket sales for MSM sponsored events
- Listing on Main Street Medina website
- Advance ticket sales for events

Main Street Medina Partner ($500-999 per year)
All above, and:
- Main Street Medina website link to your business site
- Inclusion in cooperative historic district advertising

Main Street Medina Champion ($1000 and above per year)
All above, and:
- Main Street Medina website link to your business site
- Business listed on homepage of Main Street Medina
- Inclusion in cooperative historic district advertising
- Business name included on all general published promotional materials
Membership

2014 Main Street Medina Year in Review

Organized in December, 2007, Main Street Medina, Inc. (MSM) is a Nationally Certified and Ohio Main Street Program, and a 501 (c)(3) organization. We are focused on the revitalization efforts and sustainability of the central business district around the historic Medina Square. We sponsor exciting events, support community based development, recruit new businesses to the square, and foster partnerships with existing merchants, other organizations and the community.

City investment of $30,000 leveraged the following figures:
- MSM events and promotions brought 133,150+ visitors to the District and City
- 2,725 volunteer hours were given in support of MSM (projected by December 31, 2014) reflecting a value of $60,332 in donated time at $22.14/hour
- The City investment of $30,000 leveraged $268,627 in cash and donated value, including $182,000 2014 Main Street Medina budget, $26,925 gifts in kind/donations, and $60,332 valued of volunteer hours, resulting in a 11.4:1 return on investment
- The City investment of $30,000 leveraged a conservative estimate of $1,331,500 of economic impact on the community through purchases at events and fundraisers, resulting in a 44.38:1 return on investment

Membership 2014

<table>
<thead>
<tr>
<th>$30,000</th>
<th>City of Medina financial support</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,870</td>
<td>Total private business membership dollars</td>
</tr>
<tr>
<td>$3,495</td>
<td>Total community partners membership dollars</td>
</tr>
<tr>
<td>95</td>
<td>private business members (17 new business members in 2014)</td>
</tr>
<tr>
<td>52</td>
<td>community partner members (11 new private members in 2014)</td>
</tr>
<tr>
<td>$64,365</td>
<td>Total membership dollars received</td>
</tr>
</tbody>
</table>

Program Statistics

- 2,725 projected total volunteer hours donated through 12-31-13 (value of $60,332 in donated wages at $22.14/hour)
- 115 Committee/Event planning meetings
- $26,925+ dollars of in-kind services and in-kind financial support
- $1,331,500 Economic impact on community through consumer spending @ avg. $10/person

Events & Promotions

- 133,150+ Total number of attendees/visitors at all events (estimate through end of 2014)
- $33,950 Total dollars MSM spent on advertising/promotions of major events in district
- $52,400 Total sponsorship income raised for events in 2014
Grants
Grants

- Foundations
- Corporations
- State
- Federal
Grants

- Sometimes cumbersome to write
- Usually competitive to receive
- Generally tied to a project or initiative that will require documentation, reporting, and final results
- Sometimes requires a cash or in-kind funding match or funds percentage match
- Sometimes includes a line item for administrative costs or project management
- Not usually recommended as an easy or lucrative source for income, but it is an option
Major Fundraisers

Popular initiatives include golf outings, member gala events, big ticket auctions, wine and cheese events
Major Fundraisers

In general, you pay a high ticket price and get something nominal or of nominal value in return.

*It’s important to tell people that the event is a fundraiser so they understand the investment they’re making in the ticket.*
Major Fundraisers

People are generally willing to pay a larger ticket price if they have a personal relationship to the organization and its cause, or if they believe in the message or work of the group.
Major Fundraisers

Jerry D’Amato Charity Golf Outing
Save the Date - New Venue
June 24, 2013

New York Country Club
103 Brick Church Road
New Hempstead, NY 10977

Prizes include:
INNISBROOK Golf Package,
Hole-in-one,
Baseball Tickets, and
Much more!

For information regarding Sponsorships and Donations, contact Jerry D’Amato III at jerrydamatocharityfoundation@gmail.com

Registration at 8:30 AM
10 AM Shotgun Scramble

Continental Breakfast
Lunch on the Turn
Food & Beverage Cart
Cocktails
Dinner Reception

House Republican Victory PAC
Save the Date
Golf Outing & Fundraiser
May 17, 2010
Wentworth By The Sea Country Club
58 Wentworth Road, New Castle, NH

Paid for by the House Republican Victory PAC, Parr Whelley, Treasurer.

Chaldean American Chamber of Commerce
10th Annual Golf Outing
Thursday, June 20, 2013
@Shenandoah Country Club

Golf Digest
Golf Event Contests and Fundraising Activities

Chaldean Community Foundation
INVESTING IN OUR COMMUNITY

Mission
The Chaldean Community Foundation, the not-for-profit arm of the Chaldean American Chamber of Commerce, is dedicated to advancing the needs of the Chaldean American community and the communities in which they live and work through education, charitable giving and advocacy. The Foundation includes the Waad Murad Advocacy Fund, which supplies reward money for information that leads to the arrest and conviction of the assailant(s) of violent crime perpetrated against businesspeople.
Join Us for a Gala Event
Saturday, November 8
7 p.m.
“A Night at the Museum”

Supporting Downtown Texarkana
Silvermoon on Broad • Black Tie
Silent Auction, Live Music, Great Food & Fun!

Texarkana Jazz Orchestra
Flour Child Fine Foods
Pecan Point Brewing Co. & Red Road Winery
Painting With a Twist

Admission: $100
Call 903.792.7191 for reservations • R.S.V.P. Friday, October 24
WWW.MAINSTREETTEXARKANA.ORG

Event Sponsors:

Commercial National Bank
Office Source
IT Network Specialists

Trammell Piazza Law Firm

Sky Over Yonder
Wadley Regional Medical Center
Silvermoon on Broad

Aria & David Potter

Special Thanks to Texarkana Museums System
Major Fundraisers

IT ALL HAPPENS UNDER THE BIG TOP

COME ONE
COME ALL
GALA

SATURDAY MAY 9th

DELTA WINNIPEG • 350 ST. MARY AVENUE

COCKTAILS 5:30 PM
DINNER 6:30 PM

TO RESERVE YOUR TICKET OR TABLE,
PLEASE CALL 204-982-1050
OR EMAIL ADMIN@VARIETYMANITBA.COM

FOR MORE INFORMATION GO TO
WWW.VARIETYMANITBA.COM

SPONSORED BY

WINNIPEG FREE PRESS

VARIETY

THE CHILDREN'S CHARITY OF MANITOBA

TICKETS

INDIVIDUAL TICKET
$225

CLOWN TABLE OF 10
$3,500

CORPORATE TABLE OF 8
$2,500
Major Fundraisers

Word of caution... these are very involved and time consuming initiatives.

Evaluate money raised vs staff time involved
Minor Fundraisers

Big galas aren’t the only way to raise money.

By keeping the event smaller and affordable, you can reach more people and make more Main Street friends.
Beer Fest

Medina Beer Fest
August 29
6:30-9:30 pm
$25/person
Hosted by Williams on the Lake
787 Lafayette Rd, Medina

Purchase tickets at:
4 Ladies & More (101 Public Square)
JK Gift Shop (207 South Court Street)
or online at mainstreetmedina.com

Live music with Cats on Holiday
20 Beers! Local foods! Raffles!
Beer Fest

- Affordable
- Multiple ticket prices
  - General admission $25
  - Members $22
  - Designated driver $8
- Featured 20 beers
- Food for sale (in addition to gratis cheese/crackers/veggies)
- Live entertainment
- 50/50 raffle

*Involves a lot of organization and volunteers, but good return*
## 2015 Medina Beer Fest Financial Summary

<table>
<thead>
<tr>
<th>Income</th>
<th>2015 Budget</th>
<th>2015 actual</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>beer sponsorships</td>
<td>$1,200.00</td>
<td>$1,000.00</td>
<td>800 collected</td>
</tr>
<tr>
<td>ticket sales--drinking</td>
<td>$6,250.00</td>
<td>$6,373.54</td>
<td>3022.54 paypal, 3351 cash &amp; check sales</td>
</tr>
<tr>
<td>food sales</td>
<td>$250.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>50/50</td>
<td>$50.00</td>
<td>$175.00</td>
<td>beer fest raffle</td>
</tr>
<tr>
<td><strong>Total income</strong></td>
<td>$7,750.00</td>
<td>$7,748.54</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liquor control</td>
<td>$40.00</td>
<td>$40.00</td>
<td></td>
</tr>
<tr>
<td>Heidelburg</td>
<td>$1,285.13</td>
<td>$1,285.13</td>
<td></td>
</tr>
<tr>
<td><strong>Total Beer/Beer Related Cost</strong></td>
<td>$1,325.13</td>
<td>$1,325.13</td>
<td></td>
</tr>
<tr>
<td>GFS</td>
<td>$43.02</td>
<td>$43.02</td>
<td></td>
</tr>
<tr>
<td>cupcake a day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams</td>
<td>$260.00</td>
<td>$260.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total Food Cost</strong></td>
<td>$303.02</td>
<td>$303.02</td>
<td></td>
</tr>
<tr>
<td>Discount Mugs</td>
<td>$554.94</td>
<td>$554.94</td>
<td></td>
</tr>
<tr>
<td>post newspapers</td>
<td>$295.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>facebook ads</td>
<td></td>
<td>$50.07</td>
<td></td>
</tr>
<tr>
<td>Gazette</td>
<td>$325.00</td>
<td>$325.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total Advertising</strong></td>
<td>$1,174.94</td>
<td>$930.01</td>
<td></td>
</tr>
<tr>
<td>Staples</td>
<td>$11.58</td>
<td>$11.58</td>
<td></td>
</tr>
<tr>
<td>Hobby Lobby hand stamp</td>
<td>$1.33</td>
<td>$1.33</td>
<td></td>
</tr>
<tr>
<td>COH Town Records</td>
<td>$600.00</td>
<td>$600.00</td>
<td></td>
</tr>
<tr>
<td>ticket refunds</td>
<td>$155.00</td>
<td>$155.00</td>
<td></td>
</tr>
<tr>
<td>Williams on the Lake (rental)</td>
<td>$1,500.00</td>
<td>$1,510.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total Misc Expenses</strong></td>
<td>$2,267.91</td>
<td>$2,277.91</td>
<td></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$5,071.00</td>
<td>$4,836.07</td>
<td></td>
</tr>
<tr>
<td><strong>profit (loss)</strong></td>
<td>$2,679.00</td>
<td>$2,912.47</td>
<td></td>
</tr>
</tbody>
</table>
Dine & Wine

Dine & Wine
February 28, $25 per person
Two seatings, 6:00 & 8:00 pm (limited to 18 each seating)
Join Marc Simak of Rustic Hills Country Club
for a four course, palate-pleasing interactive dinner!
Appetizer – Petite osso bucco Milanese
(Braised mini veal shanks with a vegetable ragout)
Entrée – Braised Beef Short ribs served
With wild Mushroom polenta and sautéed greens
Dessert – Traditional New Orleans style bourbon bread pudding

Bring a bottle of your favorite wine to enjoy
Hosted by Cool Beans Café, 103 W. Liberty St, to benefit Main Street Medina
Cool Beans 330.723.7174 for tickets cash or check only

Presented by:

Rustic Hills Country Club

Dine & Wine
May 9th, $25 per person
Two seatings, 6:00 & 8:00 pm (limited to 18 each seating)
Join Gary Quesada of Main Street Café
for a four course, palate-pleasing Vegetarian dinner!

Bring a bottle of your favorite wine to enjoy
Hosted by Cool Beans Café, 103 W. Liberty St, to benefit Main Street Medina
Cool Beans 330.723.7174 for tickets cash or check only

Presented by:

Main Street Café
Dine & Wine

- Hosted by a local coffee shop that has a large demonstration kitchen
- Contract with a local chef/member restaurant
- Chef prepares a 4 course meal in real time; interactive
- Accommodate 2 seatings of 18 max per seating
- Patron brings own bottle of wine.

We charge $25 per person, reimburse the restaurant $5 per head for food costs and the coffee shop .50 per head

- Promoted through posters in town, Facebook, member newsletters, etc... all virtually free advertising
- Limited seating creates a demand for tickets
### Dine and Wine Budget

<table>
<thead>
<tr>
<th></th>
<th>income</th>
<th>totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>ticket sales</td>
<td>36 $25.00</td>
<td>$900.00</td>
</tr>
<tr>
<td>total income</td>
<td>$900.00</td>
<td></td>
</tr>
<tr>
<td><strong>expense</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>restaurant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>reimbursment to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>featured chef</td>
<td>36 $5.00</td>
<td>$180.00</td>
</tr>
<tr>
<td>facility fee to</td>
<td>36 $0.50</td>
<td>$18.00</td>
</tr>
<tr>
<td>host</td>
<td></td>
<td></td>
</tr>
<tr>
<td>printing</td>
<td>1 $10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>total expense</td>
<td>$208.00</td>
<td></td>
</tr>
<tr>
<td>profit (loss)</td>
<td>$692.00</td>
<td></td>
</tr>
</tbody>
</table>

The good part of these are that you only pay for attending guests/chef only cooks for the number of tickets sold.
Progressive Dinner

Join Main Street Medina for a

PROGRESSIVE DINNER

IN THE DISTRICT

Four delicious courses! Four local restaurants!
Thursday, Sept. 19th, 6:30-9:00pm

Just $45 per person! ($40 for members; Limited 50 people total)
Buy tickets at Main Street Café, 17 Public Square
Or Whitey’s Army Navy, 2 Public Square or online
via PayPal at www.mainstreetmedina.com
Presented by Main Street Medina, 5 Public Square, 330-952-0910

Marie’s Café,
Sully’s Irish Pub,
Main Street Café,
and Thyme*

*
Progressive Dinner

- Four courses at 4 member restaurants, each course paired with a glass of wine
- Limited to 50 guests total
- We charged $45 per person ($40 for members)
- Reimbursed the restaurant various levels depending on cost of course they served
- Generally profited about $25 per person
- Promoted through posters in town, Facebook, member newsletters, etc... all virtually free advertising
# Progressive Dinner

<table>
<thead>
<tr>
<th>income</th>
<th>totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>ticket sales</td>
<td>50</td>
</tr>
<tr>
<td>total income</td>
<td>$2,150.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>expense</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>food</td>
<td>50</td>
</tr>
<tr>
<td>wine reimbursement</td>
<td>50</td>
</tr>
<tr>
<td>printing</td>
<td>1</td>
</tr>
<tr>
<td>total expense</td>
<td>$ 760.00</td>
</tr>
<tr>
<td>profit (loss)</td>
<td>$1,390.00</td>
</tr>
</tbody>
</table>
Holiday Open House

• Partner with a well known store or attraction in town
• Negotiate a healthy discount for guests
• Sell admission tickets to cover the cost of food, wine, supplies
• Promote through posters in town, Facebook, member newsletters, etc... all virtually free advertising
• Incorporate a silent auction to raise additional funds, called it Tis the Season Silent Auction (items suitable for gift giving)
ROOT Candles Open House

Holiday Open House
to benefit Main Street Medina
December 1, 2011 6:30-9:00 pm
$20 per person

Evening includes great appetizers from the ROOT Gourmet Kitchen, Drinks, Behind-the-Scenes mini tour, 50% off ALL ROOT Candles and 25% off Accessory Items & Gourmet Food!

For tickets, call 330-952-0910 or visit the ROOT Store at 623 W. Liberty St
ROOT Candles Open House

Holiday Open House
December 6, 2012 6:30-9 pm

$30/person, $25 MSM members

Get a 30% discount on total purchase, factory tours, gourmet food samples, drinks 50/50 raffle, and ’Tis The Season Silent Auction

Purchase tickets at ROOT Candles, Cool Beans Café, Gramercy Gallery, Whitey’s Army Navy, or online at www.mainstreetmedina.com
Pop-up Wine Tastings

MEDINA ICE FESTIVAL
WINE TASTING!

Feb 14th 4:30-9
Feb 15th 1-8
Feb 16th 1-6

$5 per glass!

32 Public Square
Medina County Convention & Visitor’s Bureau

Proceeds support
www.mainstreetmedina.com
50/50 raffle

Main Street Medina 50/50 drawing!

Drawing will be held October 17th

Tickets are $1 each or 6/$5
Help us reach our sales goal of $5,000!

Tickets may be purchased at the Medina County Farmers Market, or MSM special events.

Current pot: $1850

September 23 2015
Merchandise

2012 Collectible Ornament
“Medina Square Clock”
Limited edition! Three-dimensional! Will not tarnish!

$20.00 each
Cash or Check only, please

The “High’s Jewelry” clock was erected in June of 1911 by George F. High to advertise his jewelry store on the Square. In 1983, the City of Medina restored the clock as a symbol of Medina history.

Buy it Here!

2011 Ornament
1841 & 1873 County Courthouse
2010 Ornament
Town Hall & Engine House

*All proceeds benefit Main Street Medina and support the continued preservation and promotion of the downtown Historic District.

2015 Medina Candlelight Walk
Collectible Ornament

$20.00 each
Cash or Check only, please
Limited edition!
Will not tarnish!
Three-dimensional!

*All proceeds benefit Main Street Medina and support the continued preservation and promotion of the Medina Historic District.
Merchandise
Merchandise

Historical Piqua Playing Cards  $10.00 each

A complete set of playing cards featuring historical photographs of the people and places that make Piqua the community it is today.
Merchandise

COMMENORATIVE CAMBRIDGE TILES

The Main Street Cambridge organization is selling tile/coasters for $8.00 (plus $3.50 each for shipping if required) They are glazed so they can be used as a coaster for hot or cold beverages or they can simply be displayed on an easel.
Just ask for it?

- Gofundme
- Kickstarter
- Crowdrise
- Indiegogo
- Crowdfunder
- Rockethub
- Startsomegood

- Giving circles
- Project specific
Just ask for it?

Medina Holiday Decor and Fireworks

$410 of $5,000

Raised by 7 people in 1 month

Donate Now

Certified Charity

Main Street Medina
Medina, OH
Tax ID: 26-18202545

67 TOTAL SHARES

65 SHARE 2 TWEET

Please help light the district and the night for the 31st Medina Candlelight Walk, November 20-21, 2015.
Miles of lights, fireworks, snow, 1,500 candles— it’s all part of the magic of the holidays in Medina. Can you help us make it bigger, brighter, and better than ever?

7 DONATIONS

$100 Carole Kovell 4 days ago
$20 Anonymous 17 days ago
$10 Alyssa Rogers 19 days ago

COPY, PASTE & SHARE: https://www.gofundme.com/cvercs
Capital Campaigns

• BIG asks for big dollars
• Generally only done once, for a major need
Planned Giving

**Definition:** Planned Giving is a set of ways a donor can leave money/assets to a nonprofit at his/her death; or a way to invest money so that the donor receives benefits during his/her life and then bequeathes the remaining funds to the nonprofit.
Planned Giving

Create a lasting legacy and enrich arts in our community now and for years to come.

Learn more by contacting Jessi Jackson Smith, Director of Grants and Development, 386.255.0285 x339, jessi@moas.org

To inspire, cultivate curiosity, and promote lifelong learning in art, science, and history.
Fundraising

membership
grants
major fundraisers
minor fundraisers
merchandise sales
crowdfunding
capital campaigns
planned giving
Questions?
Thank you!

Matt Wiederhold
Main Street Medina
5 Public Square
Medina, OH 44256

info@mainstreetmedina.com