



# Donna & Andy Membership Partner (Affiliate) program

Become a Donna & Andy Membership Partner (Affiliate)

**Share the Music**

**Share the Joy**

**Share the Revenues**

**Membership Partners (Affiliates) can earn 50% commissions when you share the Donna & Andy Membership program.**



**Membership Partners can include (but are not limited to):**

## **Voice / Music Studios**

- Help stabilize your studio bottom line and earn 50% commissions to boost your studio's revenue when you share Donna & Andy Memberships with your students' families.
- Earn 40% commissions on eBooks and 25% on printed books.

## **Entrepreneurs / Bloggers / Podcasters**

- Share and promote the Donna & Andy Membership program with your customers and social media followers and receive 50% commissions.
- Earn 40% commissions on eBooks and 25% on printed books.

## **Retail and Wholesale Music Stores**

- Augment your store revenues when you share the Donna & Andy Membership program with your customers and receive 50% commissions.
- Earn 40% commissions on eBooks.
- Contact [andy@redcastlepublishing.com](mailto:andy@redcastlepublishing.com) to discuss print book discount pricing.

## **Charities / Churches / Hospitals**

- Donna & Andy will donate 50% of the membership revenues to your organization when you share the Donna & Andy Membership program.
- Earn 40% commissions on eBooks and 25% on printed books.

**Become an Affiliate and [sign up here](#)**

## Affiliate Opportunity Information

**Affiliate Agreement - Terms and Conditions** - [please read here](#).

**Software Platform** - The Donna & Andy Membership Partner (Affiliate) program is operated through ThriveCart - a secure, robust, Shopping Cart software. When signing up as an affiliate, you will be creating a ThriveCart account.

**Your Success** - The impact and success of your affiliate program and the potential revenues generated from it are predicated on the positive relationship you have with your mailing list and your social media following. Respectful promotion of the Donna & Andy Memberships to your email list and via social media can generate additional revenue for you and your organization.

**Promotion** - You can promote Donna & Andy memberships through your email list and social media. You will be provided with an affiliate link as well as a coupon code to use in your promotions. When promoting using the link - a "cookie" is placed on the customer's computer.

**Your Cookie** is a "**First cookie**" and a "**Lifetime cookie**" for the Donna & Andy Affiliate program.

"**First Cookie**" means that you will receive commissions from customers' sales that you have sent to the Donna & Andy site from the very beginning. A customer could enter the website from another promotion from a different promoter but your "first cookie" will be the one associated with that customer and you will receive the commission. As you can see, it is advantageous for your customers to come to the Donna & Andy website using your promotional code early in the process to activate and set your cookie with that customer. We appreciate your diligence in offering this opportunity to your clients in a respectful manner.

"**Lifetime cookies**" means that affiliate commissions are generated for every customer/client who uses your link to purchase a membership on the Donna & Andy website for as long as they remain a Donna & Andy customer. You will be credited for annual membership renewals as well. Donna & Andy will also sell music products (other than memberships) on the Donna & Andy website and you will receive commissions (varying depending on the product and internal profit margin) for those sales as well through the original promotion cookie.

If at any time, a customer clears their cookies, you will lose your affiliate connection to that customer. However, the next time that customer uses your affiliate link, a new cookie will be set.

At this time, due to social distancing, a "MUSIC-AT-HOME" (\$9.97) discount code is being offered on the A+ and "Top of the Class" membership levels. As a result, the net revenue is very low on the A+ membership level. Currently affiliate commissions are not offered on the A+ membership level.

### Commissions

- 50% on "Top of the Class" Memberships
- 40% on eBooks
- 25% on print books (when posted, date to be announced)
- 25% on physical CDs (when posted, date to be announced)

Commissions are paid on the net amount (after discounts, and before taxes are applied)

Commissions are paid through an automated system. Payment is sent every 14 days using PayPal. You must have a PayPal Account to receive your commission payments.

Become a Donna & Andy Affiliate - [sign up here](#).

**Questions** - contact - [andy@redcastlepublishing.com](mailto:andy@redcastlepublishing.com)

## **BEST PRACTICES to follow when setting up an affiliate link**

Influencer marketing is regulated in the United States by the Federal Trade Commission (FTC) and, in Canada, by the Competition Bureau. Both of these organizations deal with anyone who is promoting a product, service, or any business interest. So, as a promoter/influencer, these regulations apply to you.

**Affiliate disclosures** are required by the FTC and the Competition Bureau

You should disclose all material connections you have with the business, product or service you are promoting.

Material connections include receiving commissions or compensation for sale of a product or service, free products, or discounts.

**Affiliate disclosures** must clearly identify **affiliate links**, and explain what that means.

**Tips** for effectively creating **affiliate link disclosures** include:

1. Use clear and direct language.  
Consumers may not understand what “affiliate link” means. Use clear language to clarify for readers that you are being compensated in some way for your post.
2. Make sure disclosures are prominently placed and accessible.  
Disclosures should be visible on all devices and not obscured from mobile screens. Avoid formats that require scrolling; or, give cues to consumers that scrolling is required. Disclosures may not be buried or hidden in vague and poorly labeled hyperlinks such as “Terms of Service” or “Disclaimer” or “About Me” sections of your page.
3. Add clear and relevant hashtags on social media posts.  
Acceptable hashtags include *#sponsored*, *#promotion*, *#paidad*, or *#ad*
4. If you share your content on multiple social media platforms, make sure your disclosures are on each one.

**Sample disclaimer** (includes the word compensation early and uses clear language)

“I receive compensation through the sale of goods or services on or through this website. This does not in any way affect the price of the items you are purchasing”.

If using **Pinterest**

In your pin descriptions, **Pinterest** urges you to always **disclose** that it is an **affiliate link** and affiliate networks require it. You can write this within your description or use a hashtag at the end of your description. This needs to be done in order to follow affiliate networks rules and abide by FTC regulations. (see hashtag samples, Tip # 3, above)

*Be honest about what the product has done for you. It is important to stick to your own personal experience when promoting a product.*

These guidelines were compiled using FTC and Competition Bureau of Canada Guidelines. Further online research may provide other tips and regulations for your affiliate marketing endeavors.

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