

Non-Profits

Non-Profits can benefit tremendously from the use of PECU in their fundraising efforts, it affords them additional tools to increase their overall fundraising goals. Most non-profits rely on the generosity of their donors and find it an ongoing task to compete with many other non-profits in raising funds annually to support their cause. Most times the donors receive a thank you letter, maybe a plaque and a tax write off because that is what the charity can offer, so the effort to secure donations doesn't get any easier.

With the use of the digital asset PECU, the donors are able to receive a benefit for their generosity.

The first thing that a non-profit must do is find a reputable organization that has PECU holdings and is willing to make a PECU donation to your non-profit. Once that is completed then its a good idea to speak to your supporters and staff to make them aware of the digital asset donation and devise a plan of action to leverage the digital asset to increase donations for your cause.

One path to explore are fund raisers and charitable auctions, offering the digital asset in return for donations or the winning bids. Another path to explore would be to approach donors directly and offer them the digital asset in return for their generous donation.

Due to the illiquidity level of most digital assets at the moment, the PECU like other digital assets becomes an asset holding for the holder and they may seek their own liquidity or find liquidity in the future as the interest level increases in PECU as is anticipated.

These are just helpful hints on how to leverage PECU holdings to assist a non-profit with raising finds for their cause.

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