Date: April 27, 2016

RE: **Amazon Associates links for non-profit donation**

Dear Volunteer:

Amazon offers commissions on sales to registered affiliates who link to their products. To get credit for the sale the link must include code specific to the associate. These instructions explain how to create codes using Africa Heartwood Project's ID. *Sales generated from your links will result in a donation being made by Amazon to Africa Heartwood Project.* These donations are used exclusively to fund charitable projects operated by AHP. To learn more about our organization and the work we do among the poor in West Africa, please visit AfricaHeartwoodProject.org.

1. Open a *new* browser window (essential that no other amazon.com page has been viewed in the same session previously)
2. Type in the following web address, or click: www.amazon.com
3. Browse to find the product, category, search result, group, or featured item you wish to promote. Hint: The more specific the content on your page, and the more specific the Amazon results you link to, the more likely a reader is to make a purchase.
4. Copy one of the following pieces of code, depending on the kind of page you wish to link to:
   a. to link to a direct product page copy this code: **?tag=africaheorg-20** (direct product page links must follow this format: http://www.amazon.com/dp/ASIN, where ASIN is the actual ASIN number of the product)
   b. to link to any other Amazon page, copy this code: **&tag=africaheorg-20**
5. Paste the code to the very end of the Amazon URL (or web address) of the page you are viewing on Amazon.com. Do this by clicking on the address bar at the top of your browser window and moving the cursor to the very end of the address. Paste the code to the end with no spaces or additional characters
6. Copy the entire Amazon URL *including the new associates code* by highlighting the text in the address bar, and Copy.
7. Paste the entire URL into the web page, email, or blog post in which you wish your referral link to appear, similar to how you would embed any other link to any website.
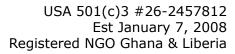
(Click to view an instructional webcast on how to do this)

The first few links you generate should be checked for accuracy. Please email the complete Amazon URL with associates code to info@africaheartwoodproject.org and our Volunteer Coordinator will check the link and get back to you within 1 day to confirm that the link is valid. Once you are certain the links are consistently valid, please proceed with creating as many links as possible.

Thank you for your service in helping to raise funds for humanitarian work with Africa Heartwood Project!

Andy Jones, Director