

## A phone call that could change it all...

Dear Alex,

**On December 12th we received a phone call** from a producer expressing interest in doing an interview with *Megyn Kelly TODAY*, the third hour of the NBC's nationally syndicated *TODAY* show. A film crew was sent out to our headquarters and one of our high school chapters. I was also asked to do an in-studio interview with Megyn Kelly.

**The *because I said I would* message** will be shared on *Megyn Kelly TODAY* on this coming Monday, January 1st.

### Tune in to see what the audience does!

**How to watch:** Your local NBC channel

**Date:** January 1st, New Year's Day

**Time:** The show is 9:00am - 10:00am in your respective time zone. Our segment is somewhere between 9:10 and 9:40am.

[Check your local listings for more details.](#)

**Audience:** 2.7 million viewers per episode



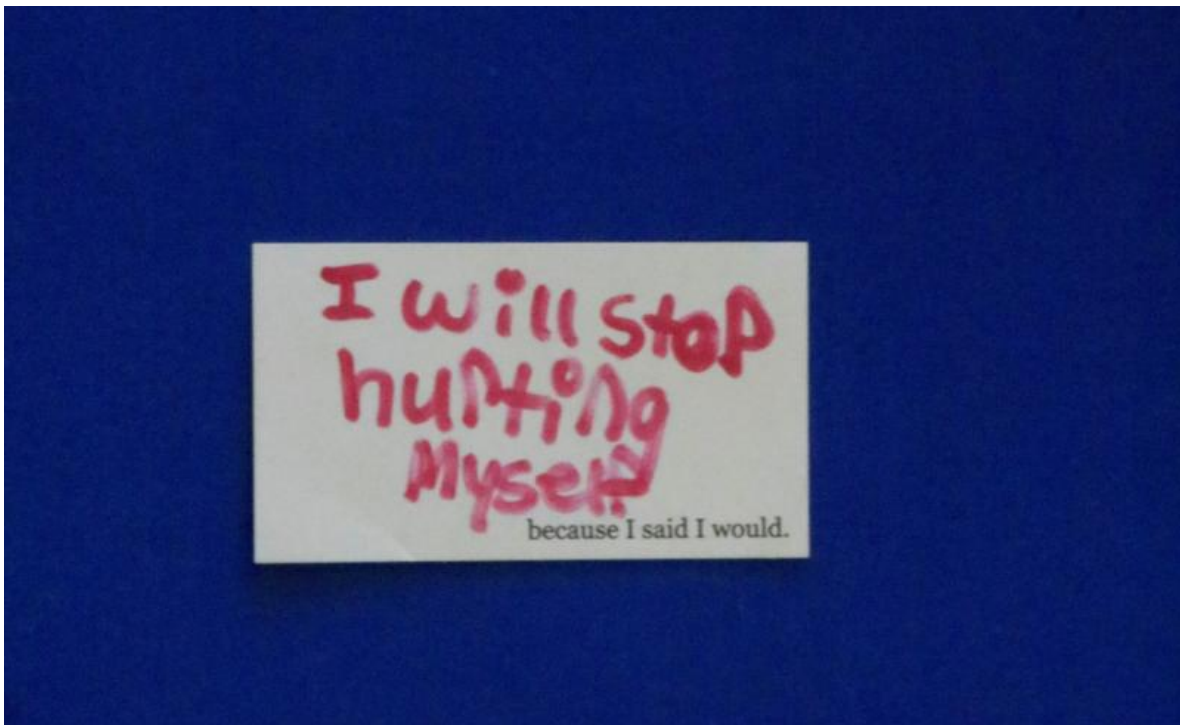
**Our team has been preparing** for the ramifications of this segment. 2.7 million people will hear about *because I said I would* in the same moment. How many viewers will request promise cards? How many will visit the website? This is a

chance for our organization to take the next step, but we have to be ready. We have...

- **Increased our promise card inventory by 500,000** to prepare for a wave of requests
- **Organized volunteer parties** to count, label and pack promise card mailings
- **Strengthened web servers** by 10 fold to handle over 80,000 visitors at the same time
- **Updated information on our website** to be more accurate and easier to find

**We are ready for this opportunity**, not because of our preparations in the past 15 days, but because of the hard work of our staff and volunteers over the past five years. We are ready because of the generosity of our donors since the very beginning. *Because I said I would* has started adult chapters, high school chapters, character education programming and so much more.

**Abraham Lincoln once said, "I will prepare and some day my chance will come."** This quote resonates deeply with our movement. We have gone viral before and lost incredible opportunities because we didn't have enough resources at that time. I am not prepared to live with that regret again. Shake the hands of the students who support us, read their promise cards and look them in the eye. Then you will understand why we must succeed.



Thank you to everyone who has helped us become what we are today.

Best regards,

Alex Sheen

Founder of *because I said I would*.

**Pre-Order the Book**

## Five years in the making...

**8.42 million Promise Cards have been distributed to over 153 countries.** After 5 years, we have decided to take the message to print. In late 2018, *because I said I would* will release our first ever book.

**Pre-order before January 31st and receive** a pre-release draft copy of a single story in the mail signed by Alex Sheen, author and Founder of *because I said I would* PLUS get 25% off and other perks!

[Learn more here.](#)

A black book cover with the title 'because I said I would.' in white lowercase letters. The book is standing upright on a dark wooden surface.

**Pre-order the book**

Coming Late 2018

Special Pricing For  
a Limited Time Only!

[Click here to pre-order your copy!](#)

## Chapters

### Unified Promise Summary

[Because I said I would Denver](#) teamed up with the Ronald McDonald House to help families with sick children by serving a home cooked meal.

It is hard to live with any type of normalcy when your child is ill. The stress of being away from home, and dealing with tests and treatments, makes everyday life difficult. While these families are coping with having a sick child, we surprised them with warm, comfort food and some smiles! Plus, our chili dinner had a fun, tailgating theme for the football season!





[Click here to see more photos on Facebook](#)

## We are hiring

### Employment Opportunities

We have four full-time [career positions](#) open at *because I said I would* right now. If you're ready to move to Cleveland, Ohio, let us know...

- [Vice President of Chapters](#)
- [Chief Development Officer](#)
- [Motion Graphics Designer](#)
- [Director of Social Marketing](#)

You can see the profiles of our current staff [here](#). Oh, and we also put [our cats and dogs](#) on our website because try to stop us.

