

FOR IMMEDIATE RELEASE

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Gray Water Ops' Patented Smart Coin™ Revolutionizes Charitable Giving, Harnessing the Power of Donor Dedication

Harrisburg, PA – February 22, 2024 – Gray Water Ops, an innovative veteran-owned fundraising solutions company, today announced the launch of its patented Smart Coin™, designed to transform the way charities engage with donors and generate sustainable funding.

Inspired by Einstein's famous theory of relativity ($E=mc^2$), Gray Water Ops introduces the Theory of Donor Dedication ($C=md^2$). In this model:

- **C** represents the potential for charitable impact through a custom-designed, patented Smart Coin™.
- **m** represents the mission or the cause of the non-profit.
- **d** stands for donors and dedication, multiplied by itself to underscore the exponential power of passionate supporters.

"Just as Einstein's theory demonstrated the immense energy potential within small amounts of matter, our Smart Coin™ unlocks the vast potential within each act of donor dedication," said Keith Hanshaw, Artist and Owner of Gray Water Ops. "By equipping donors with a tangible, technology-infused custom minted coin, we create a deeper emotional connection with your cause, empowering each donor to become an ambassador for the charity and an extension of your fundraising efforts."

The Smart Coin™ utilizes embedded NFC technology, allowing people who tap their smartphones, to the coin, to connect instantly with your donation page, exclusive content, and loyalty programs. This seamless interaction transforms a keepsake, from a simple coin that sits on a display, into a fundraising tool linking people to your donation page in real time. It fosters increased engagement, leading to a stream of additional donations and a perpetual fundraising cycle on a grassroots level.

"We envision a world where every act of generosity ripples outward, inspiring others to join the cause," Hanshaw continued. "The Smart Coin™ isn't just about fundraising; it's about igniting a movement and improving donor engagement and emotional connection to your cause."

About Gray Water Ops

Gray Water Ops is dedicated to empowering charities with cutting-edge fundraising tools. This patented Smart Coin™ technology helps organizations build stronger

relationships with donors, maximizing the impact of every contribution.
Learn more at <https://GrayWaterOps.com>

Media material available for Smart Coins™

How to build a fundraising machine by transforming donors into an army for your cause.

Video: <https://youtu.be/07oSdsfr5tU>

What if Einstein's theory could quadruple your charity funds? It can with $C=md^2$

Video: <https://youtu.be/cZldiyV07r4>

Unlocking Generosity: How you can master the theory of donor dedication for your cause.

Video: <https://youtu.be/76n-gngbkk8>

C=md² explained

<https://youtu.be/8XdS10eAq6w>

Smart coins The future of fundraising

<https://youtu.be/jx6ltejRPQQ>

Original Music about Smart Coins™

Seeds Of Change with Lyrics. A Music Video by Keith Hanshaw

<https://youtu.be/F2xsqnMuc5E>

Ace in my pocket by Keith Hanshaw

https://youtu.be/XgLaGQFo_Fg

Coin of connection official music video. Keith Hanshaw

<https://youtu.be/yVloGYPh71s>

The Coin that changed charity rap by Keith Hanshaw

https://youtu.be/is1VvH_NpB4

Touch of Giving by Keith Hanshaw

<https://youtu.be/45wFz0eqDz4>

Igniting Passion by Keith Hanshaw

<https://youtu.be/KLFrLwl2w3g>

Rise Up by Keith Haanshaw

https://youtu.be/X4HmU_Hu9aw

