



NONPROFIT INFO KIT

The Complete Resource on Scrip Fundraising
for Your Nonprofit Organization



WHAT IS SCRIP?

ShopWithScrip is a different kind of fundraiser—with the help of over 750 brands, it turns your everyday shopping into earnings for your organization. That means you'll raise money without having to spend time selling products, asking for donations, or planning events.

By paying for your purchases with gift cards, also known as scrip, you'll earn money on your groceries, gas, dining out, home improvement projects, clothing, travel, and more. How? Every gift card has a rebate percentage on it, normally between 2% and 16%. That rebate goes directly to your organization when a card is purchased at face value. It's easy, it's rewarding, and it fits perfectly into your busy lifestyle.

Scrip fundraising includes three simple steps:



Buy a gift card



Earn a rebate



Use the gift card



TOP 5 SCRIP FUNDRAISING BENEFITS

1 **Raise money without spending extra money, time, or effort.** You don't have to pester your family and friends or sell any more candles, cookie dough, or candy. Scrip is a no-selling fundraiser that saves your time and sanity.

2 **No upfront costs.** There are no fees to start a program and no minimum order size. The only expense to your organization are shipping fees on each physical gift card order.

3 **Raise money on things you already buy.** Thanks to ShopWithScrip's wide variety of retailers, families can use scrip for almost all of their purchases and raise money just by buying what they need and what's within their budget.

4 **You can distribute funds how you prefer.** With most fundraisers, all of the money raised goes into a general fund. But with scrip, you can give money back to the families who can use it on personal expenses.

5 **Your organization can raise funds with scrip all year long.** Unlike other fundraisers that run once or twice a year, scrip is designed to work year-round so families can stick with the habit of shopping with scrip.

HOW DOES SCRIP WORK?

Who Runs a Scrip Program?

Every scrip program is led by a coordinator. The coordinator spreads the word about scrip to families in your organization, recruits volunteers if they need it, sets the order schedule, decides how families will place their orders, and places organization orders. They're also in charge of the setup of the program, like choosing to share rebates.

How Can Families Participate?

Families can either create a ShopWithScrip account and place their orders online, or they can fill out paper order forms, which the coordinator then enters online. We recommend online ordering since it's less work for the coordinator, and a family has access to buying eCards and reloading their cards.

How Do We Pay for Orders?

Your organization can pay for orders by check or you can have your organization's bank account electronically debited via ACH. This method is easier for you and it gives families access to Online Payments (PrestoPay) where they simply link their bank account to their ShopWithScrip account. Note: credit cards are not accepted for organizations or families as they add fees and would result in reduced earnings for your organization.

How Do We Receive Rebate Earnings?

Let's take an example of a family buying a \$100 gift card that has a 3% rebate:

Family pays by check: The coordinator deposits the check for \$100 from the family and releases the order. The organization pays \$97 for the order, and the \$3 they kept is fundraising.

Family uses Online Payments: The family places the order, the family's bank account is debited \$100, and the organization receives \$3 for the order.

How Do We Receive Our Orders?

Physical gift card orders will be shipped to the coordinator who will distribute cards to families. If families order online, they can order eCards that are delivered electronically, and some cards are even reloadable.

POTENTIAL EARNINGS

ITEM	AVERAGE REBATE	SPENDING PER MONTH	EARNINGS PER YEAR
GROCERIES	4%	\$335	\$160
FOOD OUT: CASUAL AND FAST FOOD	8%	\$250	\$240
GAS	3%	\$175	\$60
ENTERTAINMENT	5%	\$240	\$140
CLOTHING AND ACCESSORIES	9%	\$150	\$170
HOME IMPROVEMENT	4%	\$150	\$70
VACATIONS	6%	\$330	\$240
TOTAL		\$1,630 per month	\$1,080 per year!

Numbers based on national averages for a family of four

Every family in your organization has these expenses, so they could all be using scrip. Take the earnings of one family and multiply them to see how much your organization could raise.

20 FAMILIES	\$21,600
50 FAMILIES	\$54,000
100 FAMILIES	\$108,000

GETTING STARTED CHECKLIST

I'M FAMILIAR WITH SCRIP FUNDRAISING AND HOW IT WORKS

It's important to understand how the program works so you can take full advantage of all it has to offer. We have an amazing customer support team to help you if you have any questions.

THE REST OF THE ORGANIZATION IS ON BOARD

Check with your organization's leadership and make sure they're on board with starting a scrip program. Although no-sell fundraising doesn't need much persuading, the promotional materials on our website can help you pitch the idea and receive quick approval.

SELECT A COORDINATOR

Whether it's you or someone else in your organization, your coordinator knows their responsibilities and what it takes to run a scrip program. They should also feel confident in communicating and marketing the fundraiser to families.

PROVIDE BANKING INFORMATION FOR ACH

During enrollment, you will be asked to provide a voided organization check or a note on your organization's bank letterhead with the account and routing numbers if you want to pay through ACH. Skip this step if you want to send in paper checks to pay for orders.

NEXT STEPS

Scrip is an effective way to raise money for the needs of any nonprofit organization. No matter your cause, a scrip program will make it possible to reach whatever fundraising goals you set. Are you ready to join over 48,000 nonprofits across the country that have taken advantage of scrip fundraising?

1

ENROLL

Go to www.ShopWithScrip.com and click Start a Program button to enroll.

2

GET APPROVED

You'll receive an email notifying you of your official approval

3

START EARNING

Invite families to join your program and begin fundraising

Give us a call at

1.800.727.4715 OPTION 3

and one of our customer service representatives will help you get started

ABOUT SHOPWITHSCRIP

ShopWithScrip has over 23 years of experience helping nonprofit organizations with their fundraising needs, making us the largest scrip fundraising provider in the United States. Our customers have raised over \$680 million by shopping with scrip at their favorite stores. See why 48,000 nonprofit organizations throughout the nation trust us to raise money by starting your scrip program today.

STAY IN THE KNOW

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