

# GIFT CARD FUNDRAISING 101

Your guide to creating opportunities for your organization

# Experience the Best Way to Raise Money

## Create possibilities for your organization simply by shopping with gift cards

Buy gift cards from your favorite brands to earn on your everyday purchases. It's never been easier to fund opportunities for what's most important to you. No extra money spent. No extra time wasted.

**\$800+ million**  
Funds raised

**100+ million**  
Gift cards purchased

**50,000+**  
Organizations served

## How gift card fundraising works



**You buy a gift card**  
You get the full value.



**The brand gives back**  
No extra money comes out of your pocket.



**Your organization earns**  
Impacting what matters most to you.

## Shop 750+ top brands for everything on your list



## 25 years of experience helping organizations create possibilities



Schools



Sports teams



Music groups



Non-profits



Churches



Scout troops



Booster clubs



Disaster relief

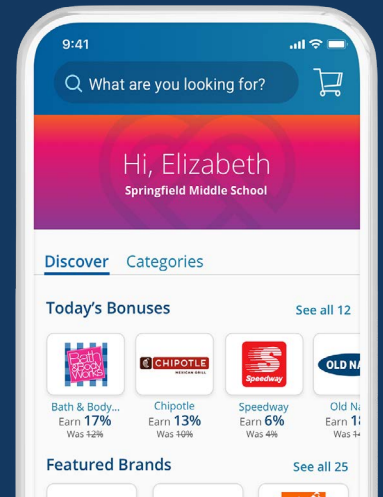
# Raise 5x More Money with Gift Cards



And do it right from your phone with our mobile app, RaiseRight™

Every family in your organization can easily earn \$1,000 or more every year just by buying things they always do. It's endless earning potential that adds up fast—whether you're raising money for a big event or fundraising all year long.

Plus, with our mobile app, families can earn from anywhere. At a baseball game. In the store. Or on the couch.



## Calculate your impact

1. Multiply the number of families in your organization by their average monthly spend—usually around \$1,600 for a family of 4.
2. Multiply the number you get by 12 months in a year.
3. Then multiply that number by .06 (average monthly earnings is 6%) to get your organization's annual earnings.

# of Families

50

x

\$1,600

Monthly Spend

=

\$80,000

\$80,000

x

12

Months

=

\$960,000

\$960,000

x

.06

6% Average Earnings

=

\$57,600

Annual Earnings

## All the potential without all the effort

Earn more. Without spending more or doing more. It's clear to see which fundraiser your organization should use to raise money.

|                                    | Gift card fundraising | Door-to-door selling | Event planning |
|------------------------------------|-----------------------|----------------------|----------------|
| Time required each month           | 1-2 hours             | 8 hours              | 14 hours       |
| Number of volunteers needed        | 1-2 people            | 3-4 people           | 5-10 people    |
| How long it takes to start earning | 3 days or less        | 3 weeks              | 8 weeks        |
| Average annual earnings            | \$54,000              | \$9,000              | \$10,000       |



# Answers to Most-Asked Questions

## 1. How long does it take to get a program up and running?

Just a couple of days. You'll fill out a short form to tell us about your organization, and once it's approved, you can start earning right away.

## 2. Do you provide helpful materials and promotional tools that our organization can share with participants?

Absolutely. Visit [Shop.ShopWithScrip.com/Support](https://Shop.ShopWithScrip.com/Support) anytime to get materials and tools you need. There's also a private Facebook group you can join to get earning tips and tricks from other organizations.

Be sure to subscribe to emails, and tell families to subscribe, so you'll both get useful information and bonus earning opportunities sent right to your inbox. If you ever need more help, call our dedicated team of experts.

## 3. Are there any costs or fees?

Starting a program is free, with no minimum order requirements so your organization can use this fundraising option as much or as little as you want.

To run a program, fees are flexible depending on how your participants will order and pay for gift cards. For example, participants can choose to ship gift cards directly to their home for a small shipping fee, plus a small online transaction fee to pay with their linked bank account or credit card. This option is available exclusively in the RaiseRight™ mobile app.

## Today's the day to get started

1

Go to [ShopWithScrip.com](https://ShopWithScrip.com) and select "Start a Free Program".

2

Fill out the short form to register your organization. You'll be approved within 1-3 days.

3

Once approved, invite people to earn for your organization—and watch the possibilities grow.



**Need help? You got it.**

Call **1-800-727-4715** | Option 4