



How may we use SCHOOLSAVINGS.COM as a fundraising tool?

The application includes several built in fundraising opportunities.

Note: *If your program is sponsored by a bank or credit union (i.e. the institution is paying a licensing fee in order for your school to participate) you may not ask a competing bank or credit union to sponsor Receipt Messages or Deposit Receipt Logos.*

1. Receipt Messages

Each school has the ability to **post a message that will appear on all student deposit receipts**. Some schools use this field to inform students and parents of upcoming holidays, contests and school information. Other schools use the Receipt Message to **post messages from local sponsors**. Receipt messages are an excellent way for local businesses to **communicate directly with school savings households**.

***The school determines the frequency with which new messages are posted, the duration a message is posted and the fee for a receipt message.**

Examples of receipt messages include:

- Show this receipt at <Sponsor Name> and receive 10% off back to school supplies during the month of September! Offer valid thru 09/30/2011
- Show this receipt at <Sponsor Name> and receive 1 free personal size one topping pizza during the month of April. Offer valid thru 04/30/2011
- Show this receipt at <Sponsor Name> and receive one free small popcorn with any child full price movie ticket. Offer valid thru 05/31/2011
- <Sponsor Name> congratulates you for being a Super Saver™!

SCHOOLSAVINGS.COM recommends selling **one message per month at \$50 - \$150** depending on the size of your school and number of students participating. There are approximately 8 banking months a year. Sponsors pay schools directly.

***100% of the funds generated via receipt messages go directly to the school.**

***Potential Annual Receipt Message Revenue = \$400 - \$1200 per year**



2. Receipt Logos

At the bottom of each student deposit receipt, are three spaces available for sponsor logos. Your school may have an unlimited number of sponsors. The logos rotate on the deposit receipts and website. SCHOOLSAVINGS.COM works with sponsors to load their logo to the website. At the end of the year, the logo automatically expires.

Primary logo position (above the fold, one available per school) = **\$650**

Local logo position (below the fold, 3 per receipt rotation) = **\$500**

***50% of the logo funds generated by volunteers go to the school.**

***Potential Receipt Logo Revenue = \$175 - \$5000**

SCHOOLSAVINGS.COM and District Directors also contact sponsors to support local programs. A portion of these funds go to participating schools. Not only would your school benefit from its own fundraising, but it would benefit from SCHOOLSAVINGS.COM and its partners' fundraising too.

3. Sponsor Logos on Website Only

Sponsors may choose to have their logo appear only on the website, not on deposit receipts. The website is visible to all registered users associated with your school, i.e. parents, students (if their parents give them a login), bank and credit union employees, school volunteers and educators.

***Pricing for this option is not yet available, but is expected to be around \$350 for the year. Similar to deposit receipts, the school would receive 50% of the sponsorship fee and there would be an unlimited number of sponsor locations.**



4. Parent Contributions

During student registration, parents have the opportunity to make a **contribution in support of your school savings program** and similar programs. The **contribution is optional** and is **not a requirement for a student to participate** at school. The minimum contribution is \$5 and the **recommended contribution is \$20 per student**. The contribution pays for the **COSTS of processing student deposits** and providing technical support for the entire year.

50% of funds generated via parent contributions go to the school.

***Potential Parent Contribution Revenue = Varies**

Fundraising Tips

1. Approach businesses that are interested in **building relationships with young families** in your community.
 - a. The cost of sponsoring a **receipt message for a month** is **LESS than the cost of a small one-time** newspaper advertisement.
 - b. The cost of sponsoring a receipt **logo for an entire school year** is **LESS than the cost of a medium one-time** newspaper advertisement.
 - c. School Savers and their families are a **captive audience**. The **rate of recognition and/or response will be higher** because the students and parents look at the receipts and support the program.
2. Ask receipt message or logo sponsors to **offer a discount or special benefits to School Savers** and their families.
3. Remind students and parents to **thank sponsors and use discounts** so sponsors will continue to support the program.
4. Remind parents there **ARE COSTS** to SCHOOLSAVINGS.COM and to the school (paper, ink, incentives, etc.) to operate this program. If parents are able, they should make a contribution to support the program.