

# School RESCUE

## Benefiting Your School

### WHAT IS THE SCHOOL RESCUE PROGRAM?

Imagine having a fundraising option that has none of the challenges your organization normally faces with other programs. With School Rescue, all that your organization needs to do is send your target audience a custom email that we will create for you. Those that your email reaches can purchase a package of products and services for \$25.00 with 35% of their total purchase going to your organization.

- No volunteers needed
- No initial cost or minimums
- No inventory or cash to track
- Real-time online reporting
- Completely self-managed
- We customize campaign for you
- Works for you year-round
- Campaign easily spreads by email

### WHAT THE FUNDRAISER OFFERS FOR SALE

Recipients of the email or printed flyer can purchase a package for \$25.00 with the option to purchase it on a monthly basis for \$20.00 which generates monthly funding for your organization.

#### Each package includes:

- \$25.00 Dining Certificate valid at over 18,000 restaurants nationwide
- \$12.00 Movie Ticket Certificate valid for any movie at any show time
- 30 minutes access to a live team of professional personal assistants trained to help save time and money

### READY TO GET STARTED?

At no cost to your organization, our graphic design team will create a custom website, email and/or flyer that will direct people to a custom internet web page where they can purchase the package. The package is available as a one-time purchase for \$25.00 or on a recurring monthly basis for \$20.00 per month. Purchases can be viewed in real time on an administrative portal.

### ADDITIONAL INFORMATION

- School Rescue only requires a simple 1-page agreement that outlines the terms of the program which can be cancelled at any time.
- The customized email we create can easily be sent using your existing email system or we can broadcast it to email addresses you provide to us.
- Your organization will receive a monthly check equal to 35% of all purchases made from your fundraising campaign.



**NO door-to-door sales**



**NO accounting hassles**



**NO inventory or deliveries**

# CUSTOM EMAIL OVERVIEW

Our creative team will customize an email that will be sent from your organization to the recipients of your choice. Those who get the email are encouraged to forward it to their friends and family. The email can also be easily reformatted to be printed as a flyer that students can take home with them.

## EMAIL HEADER

Custom email header featuring your organization name and logo.

## FUNDRAISING MESSAGE

Custom message that specifically reaches out to your audience.

## PACKAGE DETAILS

Your audience is informed of what they get with their purchase:

- \$25 Dining Certificate valid at over 18,000 restaurants nationwide
- \$12 Movie Ticket Certificate good for one admission to any movie at any time
- 30 minutes of phone-based professional personal assistance they can use over a period of 30 days.

## CLICK TO SUPPORT

Brings people to your organization's custom School Rescue website where they can get more information and make a purchase 24-hours a day.

## FACEBOOK & TWITTER SHARING



**Dr. Jane Doe Ph.D.**  
What a great school program

Home | Fullerton Middle School Athletics Department | School Rescue  
schoolrescue.org

Considering the budgets that schools must operate with, they work very hard to deliver the best education to their students. Schools need funding to improve gyms, libraries, labs, and for text books. Also, sports teams, choirs, drill teams, bands, academic clubs, and many other organizations within

a few seconds ago · Like · Comment · Share

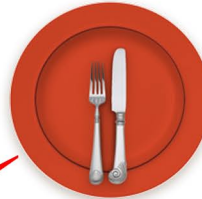


## PERSONALIZE YOUR SCHOOL'S FUNDRAISING MESSAGE

We are raising money for new PC's in our Library. Our current computers are outdated and are very slow. We have a special offer that will not only give you an incredible night on the town, but will help us raise money at the same time!

Please forward this e-mail to as many friends and family as you can. Thank you,

{Your School Name}



### \$25 DINING CERTIFICATE:

Valid at over 18,000 restaurants nationwide

A \$25.00 certificate from Restaurant.com. Simply pick the restaurant, print the certificate, and then go out for a great meal!

[CLICK HERE for more info](#)

### MOVIE THEATER TICKET:

Any movie at any national theater

A full-priced movie ticket for any show time. Simply pick the movie theater, print the ticket, and then go out to the movies!

[CLICK HERE for more info](#)



### VIP PERSONAL ASSISTANT:

A 24-hour team of personal assistants. Simply call from your cell phone, and be greeted by live professional assistants!

[CLICK HERE for more info](#)

You can have ALL THREE of the above for only \$25 while supporting {YOUR\_ORGANIZATION} at the same time!

## SUPPORT {YOUR\_ORGANIZATION'S} FUNDRAISING EFFORTS

[click to SUPPORT](#)

\* Forwarding this email to friends and family increases support for {YOUR\_ORGANIZATION}

\* Tell your friends on Facebook and Twitter.



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**School RESCUE**  
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# FUNDRAISING WEBSITE OVERVIEW

Our design team will create a special version of the SchoolRescue.org website that is customized for your organization. This will be the website that those receiving your fundraising emails and/or flyers will come to make their purchase. You will also be given a secure login so that you can monitor your fundraiser's sales in real-time.



## YOUR FUNDRAISER HOME PAGE

Customized graphics and text will give your organization's fundraiser a unique and personal touch. We have a library of stock photos and text that we can use, or you can furnish the photos and text that best reaches out to your target audience.

custom header featuring your organization name and logo

all photos and text can be customized for your organization

## SIMPLIFIED PURCHASING PROCESS

After reading about your organization's fundraiser, website visitors can select the package they would like to show their support with.

SchoolRescue.org handles the payment processing and instantly emails the purchaser with the details of their selected package.

Purchases can be made with Visa, MasterCard, American Express, and Discover. Cash and checks are not accepted at this time.



First Name	Last Name	Email	Charge Amount
George	Michael	steven@maestros.com	\$25.00
Doreatha	Cartee	cartee@hotmail.com	\$20.00
Laurie	Babish	laurie@yahoo.com	\$20.00
Ferdinand	Tanweer	tawnweer@gmail.com	\$20.00
Kelly	Pensiero	kelly@aol.com	\$20.00
Boyd	Plankey	bplankey@jpmorganchase.com	\$20.00
Johnie	Whitsel	johnie.whitsel@gmail.com	\$25.00
Dorsey	Molett	dorsey@hotmail.com	\$20.00
Effie	Menzie	effie.menzie@gmail.com	\$20.00
Micheline	Kirkhart	micheline@yahoo.com	\$20.00
Arie	Gaymes	gaymes@utdallas.edu	\$20.00
Sabra	Benhaim	sabra@british.co.uk	\$20.00
Rodney	Cristofori	rodney@bakers.com	\$20.00
Magnolia	Branner	magnolia@crystal.net	\$20.00
Margaretta	Silas	silas@heroes.com	\$25.00
Frederic	Meireles	meireles@mercedesbenz.com	\$20.00
<b>Total for April 2011: \$305.00</b>			
<b>(Fullerton Middle School Athletics Department receives \$106.75)</b>			

Margaretta Silas silas@heroes.com \$25.00  
Frederic Meireles meireles@mercedesbenz.com \$20.00

**Total for April 2011: \$305.00**

**(Fullerton Middle School Athletics Department receives \$106.75)**

With a secure login that we provide, you can view exactly how well your fundraiser is performing.

Information on who has made purchases is also shown here.

Your organization will be sent a monthly check for 35% of total sales made by your SchoolRescue.org fundraiser campaign.