

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



NO door-to-door sales

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 ALL of the following:

- \$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



NO accounting hassles

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 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 PhD.

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

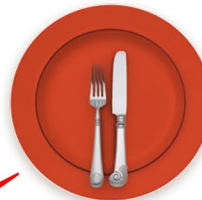


{YOUR_ORGANIZATION_NAME} NEEDS YOUR HELP!

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.

You can have **ALL THREE** of the below for only \$25 while supporting {YOUR_ORGANIZATION} at the same time!



\$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 CERTIFICATE:

Any movie at any participating theater

A full-priced movie ticket (up to a \$12 value) for any show time. Simply pick the movie theater, print the certificate, and then go out to the movies!

[CLICK HERE for more info](#)



VIP PERSONAL ASSISTANCE:

Anything, Anytime, Anywhere

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_NAME} FUNDRAISING EFFORTS

click to
SUPPORT

* Forwarding this email to friends and family increases support for {YOUR_ORGANIZATION}

* Tell your friends on Facebook and Twitter.



powered by
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	miceline@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
Total for April 2011: \$305.00			
(Fullerton Middle School Athletics Department receives \$106.75)			

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.

School Rescue makes it as easy as **1, 2, 3**

GETTING YOUR ORGANIZATION STARTED IS SIMPLE



#1



SIGN UP

Fill out the attached one-page agreement and return to your School Rescue Distributor, email it to info@schoolrescue.org, or fax to (972) 534-1722



#2



WE CUSTOMIZE

The free website and email our creative team creates will look better with a few pictures from your organization. This is your chance to enhance the website's and email's appeal and improve your fundraising results. Consider some text to tell your story and why people should participate in your fundraiser.

Simply email your School Rescue Distributor with any pictures or text you want your audience to see. Our designers can work with almost anything you have, so send 5-10 pictures and we can apply the ones that work best. Logo is optional, but if you have one, we can use it too!



#3



YOU SHARE

Within 5 business days, you will be ready to share the fundraising offer with your audience. We will provide you with an email that you can forward to your audience OR use the supplied HTML code to send the email using your current email system. Another option is to have School Rescue send the custom email on your organization's behalf.



Organization Information

Organization Name		School Rescue Rep	
Street Address	City	State	Zip
Phone Number	Fax Number	Website	
Contact Name	Position	Department	
Phone Number	Extension	Email	
Make Check Payable To:	Address		

Program Details. Each Package Purchased Will Contain the Following Products:

One (1) \$25.00 Dining Certificate through Restaurant.com, One (1) Movie Ticket Certificate valid at participating theaters for any movie at any time (up to a \$12.00 value) and 30 Minutes of branded personal assistance over 1 month.

Custom website extension www.schoolrescue.org/ (e.g. fullertonmarchingband)

Standard Greeting: "Thank you for calling (Organization Name) Personal Assistance." Use

Standard Closing: "Thank you for calling and remember that (Organization Name) strives for academic excellence." Use

Custom Greeting: _____

Custom Closing: _____

The above named organization agrees to market the School Rescue Program via email to at least 200 unique recipients within 90 days of completion of the customized website page and email. Your organization can send the fundraiser email or it can be done by School Rescue on behalf of your organization. The "from" email address that the recipient will see can be designated by the organization. School Rescue values the privacy of all individuals who participate in the program and agrees never to share, sell or rent any information collected from the organization or any of the participants in the program.

School Rescue agrees to send a check to the organization on a monthly basis for all revenues generated by that organization's program at a rate of thirty five percent (35%) of all revenues collected. Amounts due to the organization that equal less than \$50.00 will be sent on a quarterly basis. Sales reports are available online and are in real-time.

This agreement can be terminated at any time. The organization simply needs to discontinue the marketing of the program. Payments will still continue to be sent for all purchases made.

The above named organization agrees to the terms and conditions stated above as evidenced by the signature below:

_____ Organization Representative Name	_____ Signature	_____ Date
_____ School Rescue Representative Name	_____ Signature	_____ Date