



Hello Parents,

We will be launching our Vertical Raise fundraising efforts in the coming days and wanted to answer any questions you may have to gain participation. Vertical Raise is a social donation campaign that has simplified the way teams, groups and schools raise money. Students will no longer sell any products, staff do not have to manage cash, or keep/distribute inventory. Fundraising is vital for the success of our program and we truly need to raise funds. Vertical Raise has a streamlined process that gives participants the ability to help raise money for a successful season. There have been thousands of programs who have had success utilizing this fundraiser and with your help, our fundraiser will be too.

All we ask is that each parent/guardian help their participant(s) gather **20 or more email addresses of their biggest supporters i.e. "Grandma, Grandpa, Aunts, Uncles, Family friends, neighbors, co-workers, etc."** Then, emails will be sent to these potential donors where they can **view the groups fundraiser page and decide if they want to donate.** If not, they can easily delete the email or help by sharing the fundraiser. We are confident there are many people eager to support your child and Vertical Raise's platform affords them the opportunity to help if they choose. This Fundraiser will be a success if you help develop a quality list. Emails are only used for fundraising and will never be sold or redistributed.

**\* Your contacts are strictly PRIVATE, PROTECTED and will never be REDISTRIBUTED**

**Overview and Explainer:**

1. **SAFE and PROTECTED** - Vertical Raise is the safest online donation platform available. All information is private, 100% secure and will never be redistributed.
2. **ONLINE PLATFORM**- We will reach potential donors through email, text and all social media. Through these mediums, donors can visit the team fundraiser page and choose to help support the cause with a donation.
3. **DESIGN**- Vertical Raise is designed to exponentially increase the outreach of any fundraiser and help relieve the financial burden by accessing people who truly want to support the cause.

**Thank you so much for your support!**

Participants Name: \_\_\_\_\_

### STUDENT EXPECTATION

**“INDIVIDUAL FUNDRAISING GOAL” = \$500.00**

**“PARTICIPATION GOAL” = 20 QUALITY EMAILS and 5 PHONE NUMBERS OF FAMILY FRIENDS AND RELATIVES BY OUR LAUNCH DATE**

We will be manually inputting emails on our meeting day scheduled with our fundraising coach, as he walks our team through the process. I **EXPECT** all of you to **PARTICIPATE** by formulating a quality list of emails and by bringing these email addresses saved in the notes section on your phones! Have cell phone #'s of family and friends ready to input from your phone. Parents, please refer to the email that was sent out for further info.

**DO NOT USE TEACHERS OR PEERS!**

**SAVE ALL EMAILS IN YOUR NOTES ON YOUR PHONE**

#### EXAMPLE SHEET:

Example Donors:	Email Addresses:	Example Donors:	Email Addresses:
Mom		Dad Best Friend	
Dad		Family Friend #1	
Grandma		Family Friend #2	
Grandpa		Family Doctor	
Aunt		Family Dentist	
Uncle		God Parent	
Cousin		Neighbor	
Dad Co-worker		Great Uncle	
Mom Co-Worker		Great Aunt	
Mom Best Friend		Former Coach	

“It’s always a good idea to include former Alumni and or business owners from the community that would support you and the team. If you know of a business owner that would like to sponsor your fundraiser and have their logo on the donation page, please let me know.”