



Hi parents and supporters!

We're kicking off our fundraiser with Snap! Raise, the nation's leading fundraising platform for groups, clubs and teams. For the past five years, Snap! Raise has helped more than 35,000 groups in the U.S. raise more than \$400M in funding! I'm excited to get started and have one vital request.

I ask that you help your student identify at least 20 people they will reach out to via Snap! Raise, and gather their email address prior to **WEDNESDAY, JULY 22nd**. On this day, we will email a join link and a video to help create each kids profile and to get the emails uploaded and ready for the launch of the campaign.

The list of 20 people should include many of your child's biggest fans. It needs to be completed in full to ensure our campaign is set up for success. It is my hope and expectation that each student will have a major impact on our program. Here are the next steps:

- Help your student select at least 20 potential supporters
- Enter their names and correct email into the **NOTES** feature on your students' phone
- Avoid using emails of teachers, peers of your students, or strangers

Here are 20 examples of people your student should consider adding at a minimum:

- | | |
|--------------------------|-----------------------------------|
| 1. Parent(s)/Guardian #1 | 12. Family friend #1 |
| 2. Parent(s)/Guardian #2 | 13. Family friend #2 |
| 3. Grandma | 14. Former coach |
| 4. Grandpa | 15. School alumni |
| 5. Cousin(s) | 16. Local business that knows you |
| 6. Uncle(s) | 17. Neighbor(s) |
| 7. Aunt(s) | 18. Parent co-worker(s) |
| 8. Family doctor | 19. Friends of parent |
| 9. Orthodontist/dentist | 20. Adult sibling(s) |
| 10. Church/Social leader | |
| 11. Scout/troop leader | |

*****Your contacts are strictly private and protected. They are never sold or shared*****

1. **Safe and Protected** - Snap! Raise is the safest online donation campaign available. All data is private and never redistributed. Your student's information on the Snap page is less detailed than what would be on a team website roster.

2. **Online Donation Platform** - Reach potential donors via email, social media, and text to ask them to support our program and visit the page, where they can seamlessly donate.

3. **Email Strategy** - All supporters will receive a receipt for their gift that is tax deductible, included with a personalized thank you from the student. There are three reminder emails sent to donors, with an option to unsubscribe.

4. **Network** - Snap's platform and process is what makes their campaigns so successful. It allows an extensive reach across communities by providing options to connect with multiple donors and their social networks, maximizing our raising efforts.

You can reach our Snap! Raise Rep - **Kyle Bolin** – which I copied to this email, for any questions. Thank you for all of your continued support of our program!

Coach Brett Vavra