Parents,

We will be kicking off our Snap! Raise campaign next week. Snap is an online donation campaign that allows our program to receive donations from our biggest fans and supporters. Snap uses the power of email, text, and social media to create support with a safe, fun, and interactive approach. All I am ask is for each individual to gather 20 or more quality email addresses of their biggest fans. Please review the info below to see just how impactful this campaign can be for us.

Your contacts are strictly private, protected, and never shared.

Snap Fact Overview:

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.

Local Examples:

Churchill Girls Soccer 11.3k: https://www.snap-raise.com/fundraisers/19350
Steele Boys Basketball 8.7k: https://www.snap-raise.com/fundraisers/16660
O'Conner Band 24.5k: https://www.snap-raise.com/fundraisers/28098

The Story behind Snap Raise: https://snap-raise.com/about

The "SNAP 20" - STUDENT EXPECTATION

We will be manually be putting in our 20 emails on our meeting day with Nelo, our Snap Director, as he walks us through the process. I <u>expect</u> you all to show your best effort and support by bringing these with you! Parents, please refer to the email that was sent out for further info.

Save your emails in a note on your phone – Use this sheet as a guide!

PARTICIPANT PERSONAL GOAL: 20+ email addresses

The "SNAP 20" Example Sheet:

Examples:	Addresses:	Examples:	Addresses:
1. Parent/Guardian #1	*put list in notes on phone	11. Parent best friend	*put list in notes on phone
2. Parent/Guardian #2	*put list in notes on phone	12. Family Friend #1	*put list in notes on phone
3. Grandma	*put list in notes on phone	13. Family Friend #2	*put list in notes on phone
4. Grandpa	*put list in notes on phone	14. Family Dentist	*put list in notes on phone
5. Aunt	*put list in notes on phone	15. Family Doctor	*put list in notes on phone
6. Uncle	*put list in notes on phone	16. Orthodontist	*put list in notes on phone
7. Cousin	*put list in notes on phone	17. Great Uncle	*put list in notes on phone
8. Parent Co-worker	*put list in notes on phone	18. Great Aunt	*put list in notes on phone
9. Parent Co-Worker	*put list in notes on phone	19. Neighbor	*put list in notes on phone
10. Parent best friend	*put list in notes on phone	20. Church/Social	*put list in notes on phone

Additional examples: Alumni, local businesses (that would know you or the school)

<u>*DO NOT use teachers or peers*</u>