



Canada's Most Successful Gift Card Fundraiser

FundScrip Program Overview

June 2015



About the FundScrip program

FundScrip is an established, Canada-wide fundraising program in which your supporters pay for their shopping (groceries, gas, home & garden, entertainment, restaurants, and much more) with gift cards bought from FundScrip; thereby automatically generating contributions to your cause. Really, you're just asking them to change their method of payment!



Shopping is Fundraising

Supporters simply pay for their purchases with gift cards bought from FundScrip



Proven & Trusted

Since 2004, Canadians have put their faith in FundScrip to raise money for causes they care about.



No Product Sales

No need to ask friends, family, and colleagues to buy over-priced stuff they wouldn't otherwise

Take a look at our video to see a summary of how FundScrip works

(press play or go to <http://youtu.be/OnRSZXHs04k>)

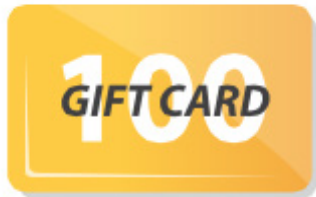


The Basic Concept

Encourage supporters of your campaign to pay for their everyday expenses & gifts with gift cards bought from FundScrip. Each purchase generates earnings for the campaign. The supporter isn't out of pocket, and they shop where they would normally shop.

1

Buy \$100, Get \$100



Buy cards at face value, get face value at the retailers - you lose nothing

2

Shop As Usual



With cards from over 180 leading retailers, there's no need to change your shopping habits

3

Pay With Gift Cards



Pay with gift cards instead of credit/debit/cash for your everyday items & gifts

4

Generate Earnings



Each purchase generates earnings for your group that can quickly add up over time

FundScrip

Three FundScrip Program Types

For best results mix and match the different program types to create a fundraiser that works for you.

1. Supporter Ordering with Direct Shipping (Default Program)



How it Works

- ✔ Invite supporters using our invite supporters tool, email, or posting a link on your website or Facebook page
- ✔ Supporters place and pay for their orders on the FundScrip website
- ✔ Orders are shipped directly to the address specified by the supporter

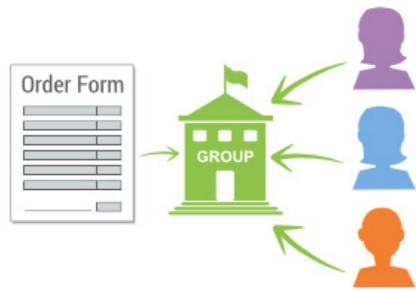
Best Program Type if

- ✔ Supporters are geographically dispersed, i.e., not close enough to pick up their orders from the group's central location
- ✔ Supporters benefit directly from the funds they raise, such as a fee off-setting program
- ✔ You have supporters who are comfortable ordering online

Three FundScrip Program Types

For best results mix and match the different program types to create a fundraiser that works for you.

2. Administrator Ordering With Paper Order Forms



Orders over \$5,000 get:

Free Shipping

How it Works

- ✓ Distribute, then collect completed paper order forms along with payment from your supporters
- ✓ You place your supporters' orders online, and pay FundScrip in aggregate
- ✓ Each order is packaged in its own envelope and clearly labelled for distribution
- ✓ Orders are collectively shipped to a central location of your choosing

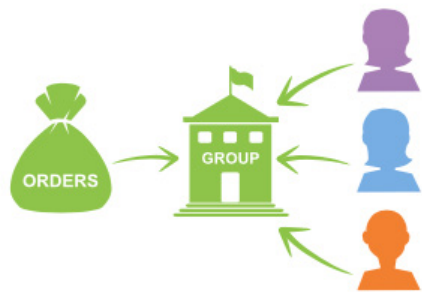
Best Program Type if

- ✓ Everyone can pick up their own order from the distribution point
- ✓ You have a relatively short timeline to raise the money
- ✓ You plan to place large orders sporadically throughout the year
- ✓ You plan to pre-buy and resell to supporters or use the card for organizational or administrative expenses

Three FundScrip Program Types

For best results mix and match the different program types to create a fundraiser that works for you.

3. Supporter Ordering With Co-Shipping



Orders over \$5,000 get:

Free Shipping

How it Works

- ✔ Invite supporters using our invite supporters tool, email, or posting a link on your website or Facebook page
- ✔ Supporters place and pay for their orders on the FundScrip website
- ✔ Orders are processed according to a pre-determined schedule (weekly, bi-weekly, monthly)
- ✔ Each order is packaged in its own envelope and clearly labelled for distribution
- ✔ Orders are collectively shipped to a central location of your choosing

Best Program Type if

- ✔ You see your supporters in-person regularly so you can distribute orders
- ✔ You are tracking supporter earnings to offset fees
- ✔ You have supporters who are comfortable ordering online

Participating Retailers

With a growing list of over 180 national retailers, FundScrip makes it easy to appeal to everyone



See the complete listing of FundScrip's Participating Retailers at www.fundscrip.com/retailers

FundScrip eGift Cards Are Here

For the first time in Canada, use eGift cards to support your group

✓ Redeem Online
Enter the gift card number on the retailer's website, or click the link on the eGift card page

✓ Redeem In-Store
Present your eGift card printout to the cashier, or show it on your mobile phone



*Fast Delivery
Environmentally Friendly
No Shipping Fees*

[Learn more about eGift Cards](#)

FundScrip

Earnings Potential

We've created an easy-to-use platform. All you really have to do is promote it to your supporters!

Number of Regular Supporters	Typical Annual Earnings
10 Supporters	\$3,600
20 Supporters	\$7,200
50 Supporters	\$18,000
100 Supporters	\$36,000



Each month an average family spends \$600 on groceries, plus \$200 on gas, and another \$200 on household items which comes out to \$1,000. At a 3% rebate, each family will generate \$30 per month or \$360 per year in donations for your group. Just 10 supporters with recurring orders could generate \$3,600 a year in donations for your group.

And this doesn't include donations resulting from gift buying, promotions, and other high discount retailers.

Features & Benefits

FundScrip provides Group Administrators with a multitude of features and benefits to help them manage successful fundraising campaigns with minimal effort.



Fulfillment Promise

With FundScrip there are no back orders. Ever. We pride ourselves on always having your cards in stock.



Fundraising Coach

Get personalized advice and support from a dedicated FundScrip fundraising coach.



Customer Service

You're always covered with FundScrip's customer service. Yes, you can talk with a live human.



Donations Tracking

Real-time reporting lets you track donations by supporter, order history, and much more. Let our Program Manager do the accounting for you.



Online Dashboard

Track donations by supporter and let the FundScrip Program Manager do the accounting for you.



Flexible Ordering

Accommodate every supporter: encourage them to order online (or use paper order forms).



Distribution Options

Orders are shipped directly to your supporters, or they can be shipped to a central location.



Multiple Campaigns

FundScrip lets you raise funds for multiple campaigns each with unique fundraising goals.



Secure Online Ordering

FundScrip uses strong encryption technology to help ensure that data passed between your servers is secure.

Frequently Asked Questions

✔ What's the catch?

There is no catch! Our retail partners want to develop customer loyalty; support worthwhile causes; and sell gift cards. We have created a program that does all three; and so they give us a volume discount to buy large quantities of their cards. Supporters pay full price, and a percentage of the difference is donated to the cause of their choice.

✔ Why would your supporters want to do this?

Your supporters want to help your group. By providing them with a way to help your cause by simply changing their method of payment for their everyday spending (groceries, gas, and household items at the stores at which they're already shopping), you're giving them a chance to support your group in a fun and budget friendly way.

✔ How secure is online ordering?

We are as secure as online banking – we use the same encryption technology as all the major banks do for their online transactions. We take security very seriously - our reputation depends on it. (See our [Privacy Policy](#) page for more information.)

✔ Are there any up-front charges to groups who use FundScrip?

No, but there are three things that will potentially reduce a group's earnings:

1. Credit card payment - Donations are reduced by 1.99% from the posted rebate for orders paid for by credit card.
2. INTERAC® online payments - Donations are reduced by a flat rate of \$0.85 for orders paid for by INTERAC® online.
3. Shipping - If your group allows orders to be shipped to your group, then the shipping charges will be passed on and debited from your group's earnings (typically \$10 to \$22, depending on the destination). If a group order is large enough, it may qualify for our free shipping or half-price shipping promotions.

✔ Are there any costs to our supporters?

There are no costs to sign-up and place orders. When Supporters use the Direct Shipping feature (where they ship orders to their home or any other Canadian address) the shipping costs are added to their order (currently \$0.85 plus taxes for Canada Post Lettermail, but supporters can choose other shipping options with faster and more secure service, at an additional cost. Also, NSF charges and non-standard requests for modifications to orders will incur fees.

✔ How much work does this involve?

Every fundraiser requires some effort. Most of your efforts will be required to launch and promote the program at the beginning. After that and depending on how the program is set-up, a typical group administrator spends between 1 and 3 hours per week managing the program.

✔ How does the group's beneficiary get paid?

Your group's beneficiary is entitled to two (2) payment requests per year from enrollment date. However, the amount owing must be in excess of \$14.00 or earnings will be forfeited. Additional payment requests will incur a fee of \$14.00 per cheque to be deducted from the amount owing.

✔ Do the gift cards expire?

Thanks to laws forbidding the expiry of gift cards in almost every province, almost none of our retail partner gift cards expire. However, you should always check on the back of the card to be sure.

**FundScrip's
Fundraising Coaches
help you build a
program that works
for you!**

Get started now
www.fundscrip.com
1-866-997-2747



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