

FUNDRAISING FLYER PROGRAM®

A GUIDE FOR UNITEDSCRIP'S FUNDRAISING FLYER PROGRAM



Table of Contents

ScripRedefined	3
Announce & Promote	4
Hints&Helps	4
Support Materials	
GETTING STARTED	6
FundraisingChair or ScripCoordinator Notes	6
Instructions for Entering your flyer orders	7
Instructions for Checking and Distribution of your Flyer Orders	10
Important Facts to Know About your Gift Card Fundraiser	12
Poster Samples available for Order from UnitedScrip	13
Individual Member Registration & Ordering	15
Letter sample to Families and Friends	18
Letter sample to Businesses	19
Supplemental Order Form for Regional Gift Cards	20

ScripRedefined

A Great New Optional Scrip Order Form with the familiar look of a traditional fundraising program that is perfect for Back-to-School Holidays, Special Events, Endof-Year or any occasion.

or the first being sure associates.

time in the history of Scrip, a fresh new approach has been developed by UnitedScrip and is offered exclusively to our non-profit organizations. Our new Fundraising Flyer Program® order form brings a traditional ordering/selling form option that everyone recognizes instantly and is to energize your Scrip Program's appeal to your participants, their friends, family and

Even if your group orders on a regular basis, this form will be a great way to boost your holiday sales.

BASED ON THE REALIZATION that some groups may prefer a fundraising program with a definite beginning and end date, we have created this new optional program that gives your group the opportunity to focus on Scrip as a "one-time" fundraiser, offering gift cards to friends, family, neighbors, and co-workers for their everyday spending, holiday gift giving or special occasions!

Designed in a traditional fundraising order form format, our program is

beautifully presented in this FREE, full-color 11 inch $\times 25.5$ inch tri-folded order form. The flyer features 126 of our most popular Retailers, including 93 Retailers with locations Nationwide and 33 additional Regional or Local Retailers, chosen specifically for your area. These order forms allow your nonprofit organization to offer a one-time fundraising campaign not only for the upcoming holidays but also for any specific goal or special event for which your group is seeking fundraising revenue. Throughout the year the program will provide **a** great way to introduce your Scrip program to new families and supporters.

We are thrilled to offer this new program to our groups. We have printed a limited number of flyers (75,000) for the Holiday Season. Be sure to reserve your copies ASAP! A Reservation Form is included in this Information Package or may be downloaded at www.unitedscrip.com/OneTimeFlyerReservations

After reviewing the enclosed Fundraising Flyer Kit, please let us know if you need further assistance or have any additional questions.

Thank you for your interest in our new optional Scrip Fundraising Flyer Program. We look forward to working with you and are confident this this program will

'Make a Difference' for your Organization!





Announce/Promote the Sale

The Fundraising Flyer brings a fresh new approach that is instantly recognized by members. The Traditional Flyer Format requires little or no explanation, but as in every fundraising program, it is important to inform your families of your dates, goals, and ordering process. Flyers, posters, email blasts, displays all draw attention to your program.

- Send an Intro Letter before the actual launch date to announce program, a sample is included and the template is available to customize for your group.
- Send home the Fundraiser Flyer Forms and instruction page to each family in your group.
- Supplemental blank order forms are available to add local or regional retailers to your program.
- Posters are included with your pack. Utilize to announce and remind your participants about the sale by hanging in the halls of your school or organization. Additional Holiday Flyers and Posters are also available upon request.
- ❖ Download this entire document on www.ScripZone.com from the Fundraising Flyer Center to customize or change important info.

Hints&Helps

- ❖ Generate excitement by including the children in the program by sponsoring a Holiday, Special Occassions Card or Gift Tag contest among the students. Mount the children's pictures on sheets of paper and tape in the hallway, allow students to vote by sticking stars or ribbons around the pictures. Teachers or parents could also choose the winning card or tag. Make posters of the winning cards and display in the entrance to your facility. All of the cards or tags can be printed and returned with the parents orders. A simple template is available in the Fundraising Flyer Center for download.
- **Set up a display** of wrapped gifts.
- Use some of the profit from your sale to buy a gift card for the family with the top sales.
- If you plan to have a competition between classrooms, you will need to set up each class as a team before giving out packets.
- Ask your families to give forms to their **employers for holiday bonus giving.** A sample letter is included here and is available to download from the Fundraising Flyer Center. Please customize or change important info to reflect your group.
- Share with your families Why and Where you are utilizing the profit made from the fundraising campaign. Be specific, people want to know and will participate more if it affects them personally!
- * Remind your members that Every Gift Card sold generates a Profit for your Organization!

Support Materials

Samples of each are included in this packet. The following information can be found at www.scripzone.com in the Fundraising Flyer Center. Please feel free to customize the documents to meet your needs.

- Step by step instruction for parents/members. It is the Coordinator's responsibility to communicate the details of the campaign including how to tally the order form, submitting the forms and the fundraising campaign start and finish date.
- Step by step instructions for Coordinator
- Detailed instructions for online ordering for Coordinator
- Detailed instructions for checking and distribution of the order
- If you plan to have a competition between classrooms, you will need to set up each class as a team before giving out packets.

GETTING STARTED

FundraisingChairorScripCoordinator Notes



UnitedScrip, Inc. has developed an online ordering system that makes fundraising easier for Scrip Coordinators or Fundraising Chairmen. *If you have any questions, please do not hesitate to call and we will be happy to walk you through any part of the process.* When your participants place their orders online, those orders remain in a cart until you have checked the orders and approved them. Most of you will have a combination of online orders and order forms that are handed in to you. ScripZone allows your organization to have one central location to compile all of the orders.

Set Up ScripZone.com (This step is only for group coordinators not already established with UnitedScrip)

- > Before handing out packets to your participants log on to <u>www.scripzone.com</u> and click on New User.
- Register using your name and the group delivery address.
- Enter the Group Id:
- Make sure the payment options you have chosen for your organization are correct by clicking on "Go to Place an Order" and checking the Payment Method drop down box.
- Send an email to info@unitedscrip.com stating you have registered so we can connect you as the group coordinator.

Credit Card Payment Information

- ScripZone allows you to accept Visa and MasterCard credit cards. If you have decided to accept credit cards, the customer will need to place the order online themselves and your families will need to be able to give ordering instructions to their customers. A business card sized template for these instructions may be found on the group admin home page of ScripZone.com. Fill out the order due and order return dates and then email the template to your families. They will need to fill out the email information, print off the form, and have the cards ready to give to their customers.
- Your organization may have opted to allow customers who pay with a credit card to also pay to have the order sent directly to them. If someone places an order and pays to have it shipped then you will see the order but you will not need to do anything with that order.
- Profit from credit card orders will be applied toward your compiled order. We will email a statement showing the final amount your organization owes.

Organizing your group's ScripZone website

Please note: More than one person can be online simultaneously under the same Group User Name and Password. You may assemble a team of volunteers to work on submitting and/or entering the orders and checking payment.

Sending packets home

If your participants are placing orders online or you are allowing customers to pay with a credit card, you will need to make sure your organization's **Group ID** is filled in on each packet.

Easy Ordering

STEP ONE: Select the easy Ordering from the group homepage.



Figure 1. Select the Easy Order Option

STEP TWO: Select the family member and team for the order.

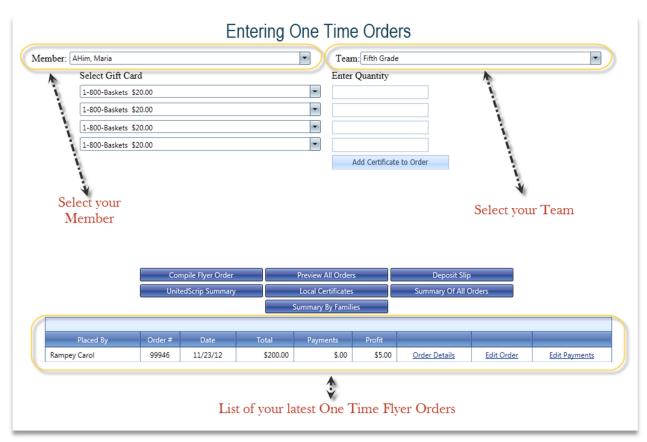


Figure 2. Select the member that placed the order. Select the team.

STEP THREE: Select the gift cards and quantity for each family.

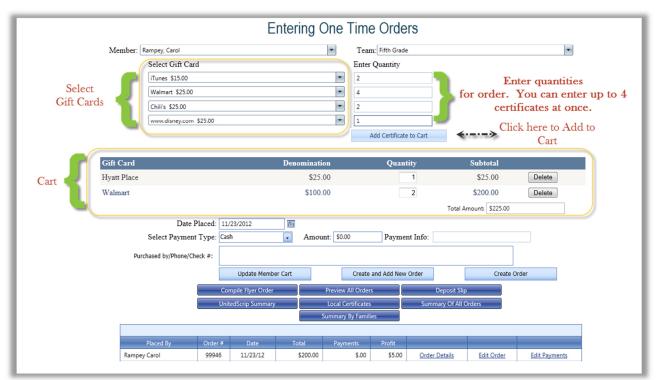


Figure 3.

Select certificates and enter quantity for each certificate. Click the Add Certificate to Cart button

STEP FOUR: Enter the information about your member and click the Create and Add New Order button. Keep creating orders until you are done.

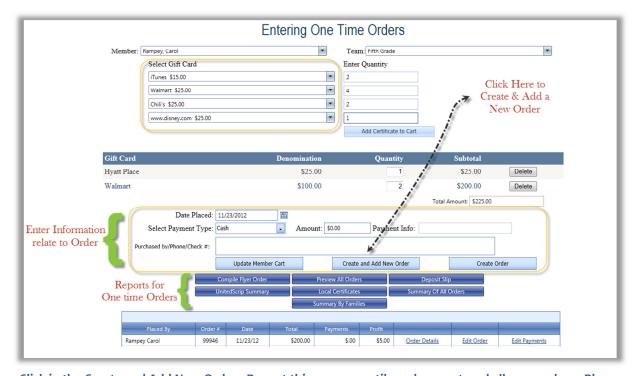


Figure 4. Click in the Create and Add New Order. Repeat this process until you have entered all your orders. Please note that you don't have to enter all order at once.

STEP FIVE: When you are done entering your orders, click on the Compile Flyer Order button. You can use any of reports options to check your orders before you compile



Figure 5. When you are ready to place your order, just Click in the Compile Flyer Order option.

Instructions for Checking&Distribution of the Orders

When your order is received, included will be:

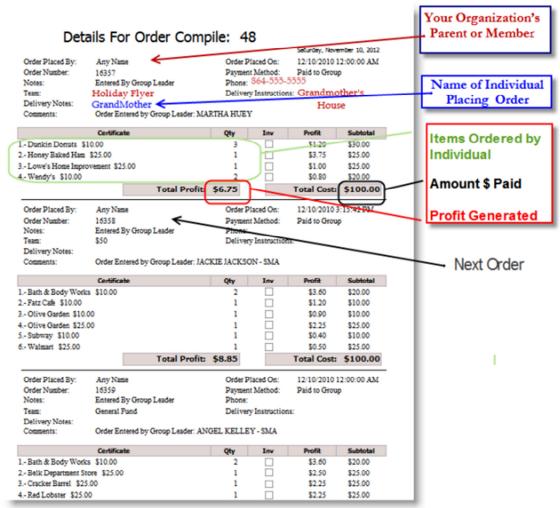
- A summarized invoice
- Gift cards will be packed in the order they are listed on the invoice.
- Paper certificates will be packed with the invoice.
- A report with the details of each order

Step 1: Count the cards

Before dividing the cards into each person's order, make sure that you have the correct number of cards listed on the invoice. Now is the time to find a problem. If you pack orders as you count, then discover a problem, every order will have to be opened and rechecked. When counting cards, if you think you are missing a card, check to make sure they are not **stuck together**. Many cards will stick together and seem like one card. If there is any problem, now is the time to call UnitedScrip.

Do Not fill any cards if there is a problem.

Step 2: Distribution of Orders:



Print the Order Details from the "Compilation Details Report", cut it apart by *Individual Customer* orders and **include** it in the envelope with their cards.

- Use the Summary by Family report to help you distribute cards to a participant.
- As you fill the orders, pay close attention to the **denomination** of the card that you are placing in the envelope.

You may want to include a thank you note for participating in your fundraiser. Two "Thank You" templates that will fit inside the envelope may be found on the One Time Flyer Center Page.

UnitedScrip, Inc. 864.886.9701 info@unitedscrip.com



Important Facts to Know About your Gift Card Fundraiser

Facts about Gift Cards

- Many of the cards are redeemable at multiple locations see the back of the order form for listings.
- · Most gift cards have no expiration date or fees and may be redeemed in store locations nationwide or online.
- Each gift card is valued at the purchase price (example: \$25 cash = \$25 gift card). Profits for the fundraiser are donated by the retailers.
- Cards can be redeemed through multiple purchases until balance is depleted or combined for a single purchase.

Reasons to Buy Gift Cards

- Gift cards are always the right size and color!
- Great for Holiday gift giving.
- Buy cards to redeem for Holiday purchases
- Don't forget to buy cards to redeem for everyday purchases (groceries and gas).

Order Deadline

 Please return order forms and money on or before
Please reliiin omel loims and money on or belore

- Log on to ScripZone.
- Click on New User
- Register and Join your Group with Group Id
- Click on the "One Time Fundraiser" button for a step-by-step guide to placing your orders.

^{**}Supporters can continue to support your organization online 24/7. Placing your order Online at www.scripZone.com

Available Posters



Gift Tag Poster



Holiday Branch



Gift Cards Poster

36" X 24" Full Color Gift Card Posters

Member Registration&Ordering

To place your orders from your Fundraising Flyer online go to www.scripzone.com. If you are not a Registered User, please register as a New User.

You may view or print a complete listing of available Gift Cards from the Retailers List Tab..



Create your **User Name** and **Password** and include a valid **Email address** and **security question**. This site is a GeoTrust site and has firewalls in place for your protection. (UnitedScrip NEVER sells or shares emails or member information)





Providing your completed contact information will allow you to receive emailed copies of your orders.

Once completed, you will be prompted to "Join your Group" with the Group Id provided by your organization.

To begin ordering:

Click on:
"One Time
Flyer" link at
the bottom of
the first
column.





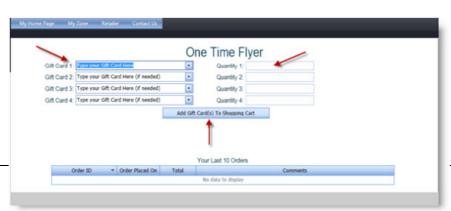
This flyer is available to download from the Information Link

Orders"

Click on: "Place Your One Time

Entering each customer's order separately from your flyer will provide you with a receipt to give each customer when returning the order.

Tab or Click in the first drop down and begin typing the Retailer or use the drop-



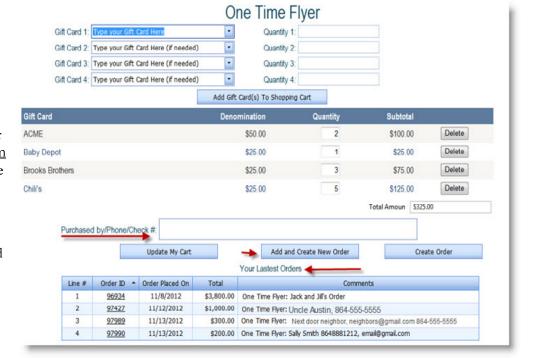
You can list up to four cards, then click "Add Gift Card to Shopping Cart".

- ➤ The first four items ordered move to the Shopping Cart.
- Enter any additional cards ordered, and "Add to the Shopping Cart".
- ➤ Once the order is complete, PLEASE confirm Retailers and quantities of your order. To update or edit or delete, make changes and click "Update My Cart" to complete changes.
- Add Customer's "Name/Phone/Check # "
- Check balance total against payment (Confirm Cash or Check match Total Amount)
- Click "Add and Create New Order" to begin a new order.

Follow Steps 1-4 until you have completed all the orders on your flyer.

After entering your Final Order from Flyer click "Create Order" to complete your ordering process.

All orders are listed with a unique Order ID. You may view and print the order by clicking on the Order Id Number.



School Name

Date

Dear Parents;

It is hard to believe that Christmas is around the corner, somewhere just past Thanksgiving, report cards, car pools and ball games! It is always a whirlwind and we know the rush can sometimes take the joy out of this wonderful season.



ur School would like to help make the Holidays a little easier, less stressful and perhaps more enjoyable this year while <u>you</u> make a difference for our programs, children and school. You can help us by considering our Scrip Program as a source for your holiday buying! We have Gift Cards from over 400 local and National Retailers. Each would make great gifts for family, friends, teachers, employers, and associates on your lists! Our school buys these Gift Cards at a discount and then sells them to you at face value. We can generate profits on each card ranging from 2% -20% on gifts you plan to buy anyway! Why not give a gift that will benefit more than just the person who receives it!

Included with this letter is an order form listing the Gift Cards that are available to purchase at their full face value.

Ordering is simple—each Gift Card and the denominations available are listed on the enclosed form. Just write the number of Gift Cards needed in the space provided. Total your order and attach a check made out to our school and return by **ENTER DATE**. Gift Cards will be returned to you by **ENTER DATE**.

Remember with every purchase you make, every gift you share, can be an investment in the children of our school, the school programs, and our community.

We hope to make your Holiday shopping for 2012 the best ever! Sincerely,

P.S. If you are an employee of a corporation that remembers you with a gift during the Holiday Season, please see the Scrip Coordinator for a Corporation Holiday Letter. Perhaps your business can help make a difference for our school this Season!

(School Name)



Dear Friends of (School Name);

As a school, we strive every day to make a difference in the lives of every child entrusted to us! To supplement the educational process, we employ many different avenues to accomplish this goal, including field trips, computers, books, and playground equipment, just to name a few. These wonderful resources all contribute to the education and health of our children, but they also stretch our limited finances.

As a business, we know how much you value your employees and customers. At this time of year, these relationships are often

recognized through employee gifts and/or customer incentives. We wanted to let you know those gifts or incentives could make a difference for our School, with no added cost or expense to your company. We would like to be the source for your holiday buying or employee bonus and gift giving!

We have Gift Cards from over 500 local and national retailers, *activated and free of additional charges*. Each would make great gifts for employees, or associates on your lists! Our School will generate profit ranging from 2% -20% on any Gift Cards your company might wish to purchase.

Ordering is simple--Available Gift Cards and denominations are listed on the enclosed form. (Additional denominations are available upon request) Please complete the form and attach a check made out to the **School Name** and return to **School Name** by **ENTER DATE**. The Gift Cards will be returned to you by **ENTER DATE**. ***(PLEASE CHECK WITH UNITESCRIP FOR DATES)***

Remember every gift you give will make a difference for the children of our community and our School. Together, we can work to strengthen our community... one child at a time!

Sincerely,

Supplemental Order Forms are available if your group would like to offer additional Retailers to your family, friends and co-workers, you may customize forms available in excel or pdf formats.

	Supplemental Order Form																								
Name of School or Group										Ħ															ā
Student / Member Name:																									۵۱
Orders Due:																									-₩-
Gift Cards will be returned BY																									Grand Total \$ Due
Make Checks Payable to Group.		N=6					(4-3)			2-3			3-2				_	2-12							Lpui
Name and Phone	69	69	₩.	69	69	49	49	69	69	69	69	49	69	69	69	69	69	69	₩.	69	69	49	49	49	G
					100000				-2.7												40000		45.00	1000 P	
2																									
3													,		,										
4		6 3											×									3		8 - 8	
5																									
6																									
7													22-1								1 10				
8																									
9																									
10																									
11												,													
12																								,,,	
13							-			-			5. 2		3 - 22			2 12					i i	25	
14																									
15													8								11				
Total # of Cards per Retailers																									
Total \$ per Gift Card																									
Group/Organization Name:																									
Student/Member:																									
Phone: Email:																									
Classroom/Team:																									
Classiconi, realii.													10		C	R	ΔΝ	חו	Т	റ	ГΔ				
ORDERS DUE BY GRAND TOTAL																									
ONDERS DUE BY																									