Hello Parents,

We will be kicking off our Snap! Raise Fundraiser next week with Taylor, our local rep. Snap is a social donation platform that allows our team to receive donations from our networks, communities, and supporters. Snap uses the power of social media with a safe, fun and interactive approach. All we ask is that each parent/guardian help their child gather 20 or more email addresses of their biggest fans. Your contacts are strictly private and protected.

Snap Fact Overview:

1. **Safe and Protected**- Snap! Raise is the safest online donation platform available. All data is private and never redistributed.

2. **No Product Sales**- athletes will not be asked to sell products for this fundraiser. Every effort is made through our own custom built page and shared via Email, Facebook, Twitter and Text.

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

4. **Reverse Flow-** Snap's platform and process is what makes their fundraiser 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.

Thank you,

Taylor Stephens
Birmingham Rep
www.snap-raise.com