

Parents,

We will be kicking off our Snap! Raise campaign next week with Justin, our local rep. Snap is an online donation campaign that allows our program to receive donations from our networks and supporters. Snap uses the power of email, text, and social media with a **safe**, fun and interactive approach. All we ask is that each parent/guardian help their student gather 20 or more 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 and protected, and never sold or shared.

Snap Fact Overview:

1. **Safe and Protected** - Snap! Raise is the safest online donation campaign available. All data is private and **never** redistributed.
2. **Online donation platform** - Reach donors via email, social media, and text so they can visit our page and seamlessly donate.
3. **Email Strategy** - All supporters will receive a receipt for their gift that may be **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:

PESH Boys XC (2017), \$3,783: <https://www.snap-raise.com/fundraisers/plano-east-boys-cross-country-2017>

PESH Girls XC (2017), \$2,479: <https://www.snap-raise.com/fundraisers/plano-east-girls-cross-country-2017>

Wylie East **Girls Soccer, \$15k** raised: <https://app.snap-raise.com/fundraisers/5948>

John Paul II **Basketball, \$15k** raised: <https://snap-raise.com/fundraisers/14534>

Frisco Heritage **Choir, \$15k** raised: <https://www.snap-raise.com/shared/fundraisers/search>

Prosper **Golf, \$17k** raised: <https://snap-raise.com/fundraisers/17766>

LoveJoy **Cheer, almost \$14k** raised: <https://snap-raise.com/fundraisers/10341>

Berkner **Orchestra, almost \$14k** raised: <https://snap-raise.com/fundraisers/15147>

Rockwall Heath **Swim & Dive almost \$13k** raised <https://snap-raise.com/fundraisers/15210>

Little Elm **Softball, \$13k** raised: <https://app.snap-raise.com/fundraisers/7190>

Allen **Competitive Shooting, almost \$12k** raised: <https://snap-raise.com/fundraisers/3236>

Plano **Wrestling, \$12k** raised: <https://snap-raise.com/fundraisers/7066>

Marcus **AVID, \$12k** raised: <https://snap-raise.com/fundraisers/10617>

Plano **Robotics, \$11k** raised: <https://snap-raise.com/fundraisers/7599>

Rockwall **Gymnastics, \$9k** raised: <https://snap-raise.com/fundraisers/11119>

Duncanville **Girls Basketball, almost \$9k** raised: <https://snap-raise.com/fundraisers/9325>

Allen **Archery, almost \$7k** raised: <https://snap-raise.com/fundraisers/6140>

Waxahachie **Boys Soccer, \$7k** raised: <https://snap-raise.com/fundraisers/7088>

The Colony **Athletic Training, \$5k** raised: <https://snap-raise.com/fundraisers/8621>

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

Snap Raise Coach Testimonial: <https://vimeo.com/219162374/da22630c21>

Justin Lafitte
Dallas, TX
Team Captain / Campaign Director
956-451-7626
justin@snap-raise.com

The “SNAP 20” – STUDENT EXPECTATION

We will be manually putting in 20 emails on our meeting day that is scheduled with Justin, our Snap Director, as he walks us through it. I expect you all to show your 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)

DO NOT use teachers or peers

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

