



RAISE CRAZE™

Jumpstart Package

Welcome! We're thrilled you're here. Let's dive in to find out more about what this kindness thing is all about!

WHAT IS RAISE CRAZE?

Raise Craze is an online platform enabling students to set up secure, custom websites where they request donations via email, text, or social media. During the fundraiser, students pay their donor's generosity forward by completing Acts of Kindness for others!

OUR MISSION

Founded by parents, Raise Craze seeks to disrupt the current fundraising industry by putting kindness, inclusivity, gratitude, and fundraiser success at the forefront.

Kindness We truly believe that an act of kindness has the power to change the world. Encouraging kindness early on creates trailblazing citizens who care about making an impact in the lives of others.

Inclusivity We strive to eliminate the divide between those who can and cannot raise money. With Raise Craze, everyone is able to participate & be recognized because everyone can spread kindness!

Gratitude We believe that the best thank you for a donation is an act of kindness for someone else - this is a way to pay donor's generosity forward & learn the value of giving back.

Fundraiser Success We've always stood firm in the belief that organizations should keep as much of the money they raise as possible. With us, you'll keep 90% PLUS!



WHAT MAKES US DIFFERENT?

- ♥ Complete, Turnkey Program
- ♥ KEEP 90% PLUS Guaranteed
- ♥ Inclusive - EVERYONE Is Recognized
- ♥ Minimal Teacher Involvement
- ♥ No Contracts, No Down Payments
- ♥ No Selling, No Pledging
- ♥ Secure, COPPA-Compliant Platform

The Leader Experience

Our leaders are truly the heart & soul of our program. By equipping our leaders with everything they need to be successful, kindness is truly able to shine.

OUTSOURCE YOUR EFFORT - NOT YOUR PROFIT!

When we say turnkey, we mean it! Our robust program has literally taken the guesswork out of... well, all of it. We've got your back from start to finish!



Interactive Planning Suite

Stay on track with our interactive checklist



Complete Social Media Campaign

Keep your followers engaged on stats and all things kindness



Kick Off Assembly With Videos

Inspire & excite your school with kindness and gratitude



AM/PM Announcement Scripts

Fun daily updates and lessons that support social & emotional learning



Incentive Programs

Our fundraiser recognizes everyone regardless of their ability to raise money



Parent Updates

Save-the-Date flyer, reminders, and thank you's - it's all inside!



Turnkey Prizes

A robust, cost effective offering through our partner, SchoolLife - no need to shop around!



Corporate Partnerships

A corporate sponsorship program & corporate match receipts. Let us help you increase that donor base!



Printed Promotional Materials

Banner, Thermometer, Posters, Yard Signs, and Carline Signs! No need to create from scratch :)



Real-Time Dashboard

Track your results in real time, download reports, and take needed actions all in one place!



Complimentary Readiness Check

Have a second set of eyes review your fundraiser details prior to kicking off



Dedicated, Personalized Support

Get all your questions answered by a human throughout your fundraiser

💡 ✨ ADDITIONAL LEADER RESOURCES

[Private Facebook Group](#) • [Weekly Training Webinars](#) • [Video & Resource Library](#)

The Participant Experience

1.

Register

Students use the school's unique registration link to sign-up for the fundraiser. This will create their donation page to share with friends & family!

2.

Choose Acts of Kindness

Students select from our curated list or create their own! These are the ways they plan to pay their donor's generosity forward to others.

3.

Enter Emails

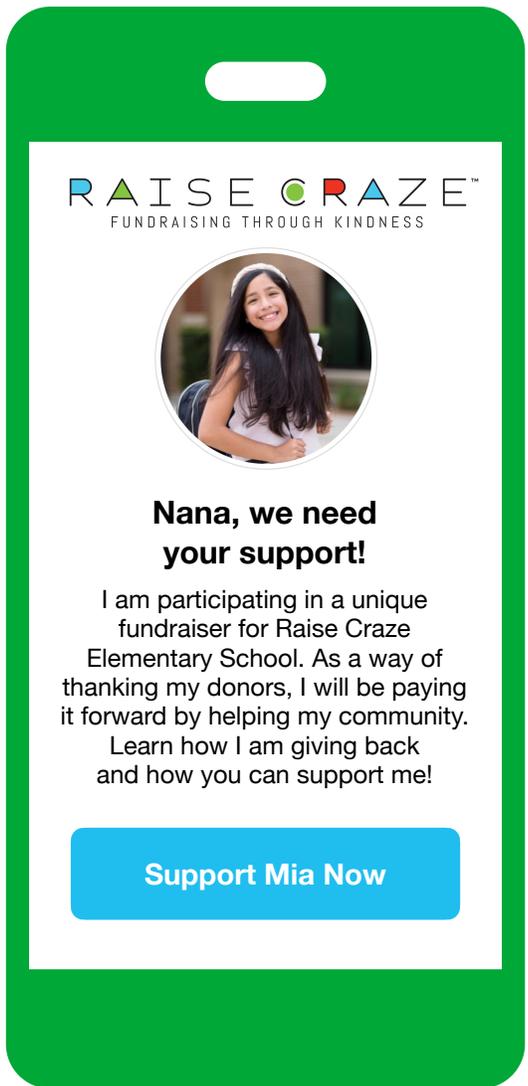
Finally, students enter emails of friends & family that will be supportive. They can also share their donation page via text & social media.

In accordance with the Child Online Privacy Protection Act (COPPA), adults must register & set up accounts for students under age 13.

Donor emails are NEVER shared or used for marketing purposes.

WITH RAISE CRAZE, PARTICIPANTS FEEL...

- ♥ **Included** EVERYONE can participate in Raise Craze - regardless of their ability to raise money!
- ♥ **Empowered** Kindness IS contagious! Students discover they have the power to make a difference!
- ♥ **Grateful** Students concretely learn the value of gratitude by paying donor's generosity forward!
- ♥ **Celebrated** Our program was built to recognize and celebrate ALL who participate in kindness!



How We Stack Up

EVERYTHING YOU WANT...

	Raise Craze	Fun Runs	Products	A-Thons	DIY	Write-A-Check
Kindness & Gratitude Focus	✓	✗	✗	✗	✗	✗
Inclusive - Everyone Can Participate	✓	✗	✗	✗	✗	✗
Everyone Can Earn Incentives	✓	✗	✗	✗	✗	✗
Complete Turnkey Program	✓	✓/✗	✗	✓/✗	✗	✗
Keep 90% PLUS!	✓	✗	✗	✓/✗	✓/✗	✓

...AND NOTHING YOU DON'T

	Raise Craze	Fun Runs	Products	A-Thons	DIY	Write-A-Check
Keep Less Than 70% of Proceeds	✗	✓	✓	✗	✗	✗
Kids As Sales People	✗	✗	✓	✗	✗	✗
Tons of Work on Volunteers	✗	✓/✗	✓	✓	✓	✓
High Teacher Involvement	✗	✓	✓	✓	✓	✗
Constant Class Disruption	✗	✓	✗	✓	✗	✗

MORAL OF THE STORY?

We're working hard to disrupt the inequities within the fundraising industry. We'd LOVE to work with you and your school! However, if unable, please consider using a platform that encourages and celebrates all students (regardless of their ability to raise money) and prioritizes dollars kept & fundraiser success! ***We've learned that if you focus on the good things, the money will come!***

Pricing Transparency

THE 90% PLUS GUARANTEE 🎉

If total net fees for your fundraiser exceed 10%, we'll refund the difference!

(Net Fees = Raise Craze Fee + Payment Processing Fee - Fees Covered By Donors)

Raise Craze Fee \$1 for donations under \$25 \$5 for donations \$25 or more	+	Payment Processing Fee (Processed by industry leader Stripe™) 2.9% + \$0.30 per online donation
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Located in South Carolina? Please see here for [SC Pricing](#).

OUR “KEEP THE KINDNESS GOING” PROGRAM

Our “Keep The Kindness Going” Program allows donors to help offset campaign costs with an extra gift - which means you keep even more! Hooray!

GETTING YOUR FUNDRAISER PROCEEDS IS EASY WITH STRIPE™

Your organization's bank account is connected through the Raise Craze software to our third-party payment provider, [Stripe](#), and payouts are processed daily throughout the fundraiser. All donations settle into your bank net of fees daily (less processing time).

Stripe is...SSL Protected • PCI Compliant • Encrypted • Has Proactive Fraud Prevention

What does that mean? It means that Stripe is SUPER secure. They exceed industry security standards and are trusted by businesses across the globe, including many Fortune 500 companies.

What's Next?

Create A Fundraiser! >> raisecraze.com/create

The best way to learn more about our program is by jumping into the software! Create a no-obligation fundraiser to explore the many offerings that make up our kindness-focused program.

Weekly Training Webinars >> raisecraze.com/weekly

Weekly training webinars are here to get you up to speed!

Facebook Community Group >> raisecraze.com/community

Get ready to be encouraged and inspired by other amazing leaders just like you!

Questions? Reach Out to Us! >> onboarding@raisecraze.com

We're here for you! Don't hesitate to reach out. We want to make sure you're equipped for success!



FAQs

▶ How Much Can I Raise?

Raise Craze is able to meet full fundraising capabilities, and we do find schools are more successful that use us as their major fundraiser rather than one of many smaller fundraisers.

While some of it depends on how you position this fundraiser, we do have some stats that may help you get a sense of our averages. Reach out to onboarding@raisecraze.com to get our most recent stats and discuss your fundraising needs.

▶ How Long Should My Fundraiser Last?

We recommend 2-½ to 3 weeks because it's short enough to add a sense of urgency but not so long that the fundraiser loses its momentum. Plus it gives your participants time to complete acts of kindness and donors time to make a donation. The more hype and energy you put into your fundraiser, the more effective you'll be. Many schools will keep a 4th week in their back pocket in case they decide to extend, but we don't recommend going beyond 4 weeks.

▶ How Do I Lock In My Dates?

Dates are always flexible and you can choose your desired start and end dates.

▶ When Is The Best Time To Launch?

Our most successful schools host Raise Craze in early fall when everyone is fresh and excited to be back. Alternatively, if launching in Spring, kick-off before Spring Break.

If possible, avoid November, December, and school breaks - competing with the holidays puts extra stress on families and adds distraction to the fundraiser. Additionally, we've found that when students are on break, the fundraiser loses momentum and it's difficult to get it back. Host the fundraiser while everyone is at school in order to keep the energy high, especially if you're rewarding incentives along the way.

▶ Do You Have Family Registration?

Yes! Families can register all of their children under one account. One email is sent to donors and donors can donate to each child in one transaction.

▶ How Many Volunteers Do I Need?

Raise Craze can be run solo or with a full board of volunteers. Volunteers are mostly needed for optional activities - ex. closing activity and family service night, distributing incentives, etc.

▶ Are Kids Being Paid To Be Kind?

Never. Students will pay donors' generosity forward forward as a way to say thank you to everyone who is helping their school (regardless of their individual ability to raise money). Donors are motivated to give based on the causes you share (ex. Field trips, technology, playground equipment), and they love knowing students will be showing kindness to others in their honor.

▶ **How Do You Compare To Other Fundraising Companies?**

Raise Craze offers the flexibility and percentage keep of DIY companies, but provides the tools and resources of a full-service company. Our model truly embraces the phrase, **outsource your effort, not your profit**. Our turnkey solution allows schools to focus on the good while successfully fundraising for their school.

▶ **Do You Work With Title 1 Schools?**

Yes! Raise Craze is an inclusive, feel-good fundraiser where every student can participate by completing AOKs. If you'd like to offer incentives, we provide a recommended Incentive Plan that recognizes students for completing AOKs, showing effort (sending emails) and/or raising money. Therefore, all students can participate regardless of their ability to raise money.

For students without a smartphone or internet access, we provide "Paper Trackers" so they can write down completed AOKs as well as any cash/check donations they send in so they can receive credit.

▶ **Do You Support Spanish / Multiple Languages?**

Yes! Many of our resources are already translated into Spanish! We also offer complementary translation services for handouts. Most languages can be accommodated. Reach out to onboarding@raisecraze.com and let us know your needs. Software can be translated within your browser.

▶ **Is The Website Secure? What Is Your Privacy Policy?**

Raise Craze is compliant with COPPA (Children's Online Privacy Protection Act) and requires that all students under 13 years must have parent/guardian permission to participate. Because students opt-in to participating when they register online, Raise Craze does not request any student information or data from the school in advance. All student websites and donation sites are private and secure. Donation pages are not indexed by Google or other search engines. Students and parents can choose to share their individual donation pages with their family and friends by email, social media, and/or text message.

Donor information is also secure. We archive donor and participant information at the end of each fundraiser. Raise Craze does not share, sell or use emails for marketing purposes.