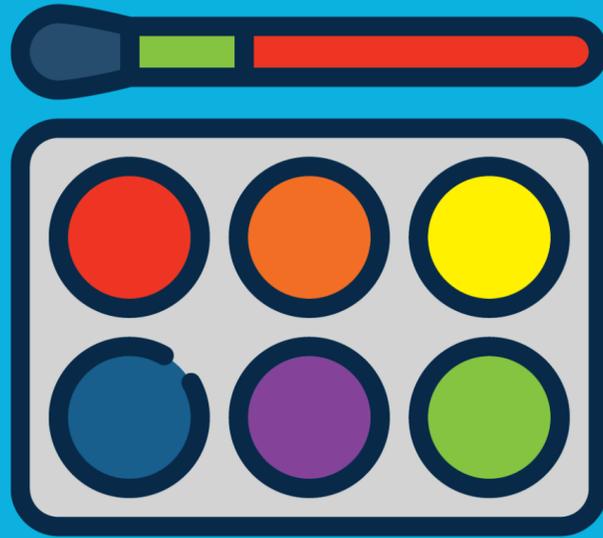


FUNDRAISING THROUGH KINDNESS

Jumpstart Package



The SCHOOL Edition

RAISE CRAZE™

onboarding@raisecraze.com | (864) 501-4265

A FUNDRAISER YOU CAN BE PROUD OF

Welcome to Raise Craze! We're so pumped you've discovered a new, meaningful way to fundraise. Founded by parents, Raise Craze transforms the way you fundraise and enables you to keep more. **The difference? Kindness!**

Trying to plan a traditional fundraiser around existing parenting obligations, work duties and other life demands can feel overwhelming. (That's where we come in!) With Raise Craze, the pressure to sell things is eliminated. Instead, our model fosters a meaningful experience that encourages students and players to express their gratitude by paying it forward in the community.

Donors are delighted to learn that Raise Craze participants extend their generosity impact by performing acts of kindness for others. Perhaps best of all? Your school, team or group keeps at least 90% of donations earned.

From making blessing bags for the homeless to collecting canned goods for your local food bank - no act of kindness is too small!

Want to see fundraising through kindness in action? Take a quick look here! [Watch Video](#)



Join our private [Facebook Community Group](#) to be inspired by real leaders like you!



WHAT IS RAISE CRAZE?

Raise Craze is an online platform that enables participants to set up secure, custom websites where they request donations via email, text or social media. During the fundraiser, students pay it forward by completing acts of kindness for others!



Wait - paying for kindness? No way! This is all about paying it forward, NOT getting paid to be kind :-)
Participants give back whether or not they raise any money.

Donations directly support your school & your community! Students show gratitude to all donors by finding ways to pay it forward through kindness and service -- extending the impact of each donation! Woohoo! 🎉



ALWAYS THE RIGHT CHOICE!

Impactful & Inclusive

We believe that every student, regardless of their ability to raise money, can play a role in giving back, paying it forward and bettering the world around them.

Community Driven

We believe that fundraising should positively impact our schools, our communities and the lives of our kids.

A Positive Reflection of Your School

We believe that rather than just selling stuff, your fundraiser should be a reflection of your values.

Transparent Pricing to Donors & Parents

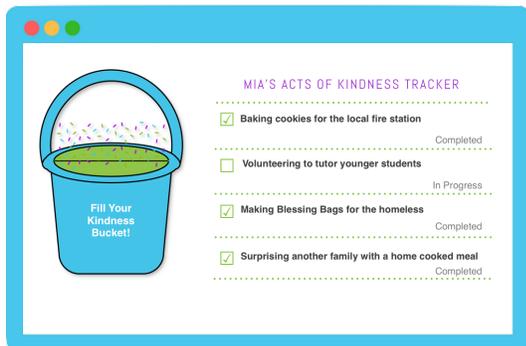
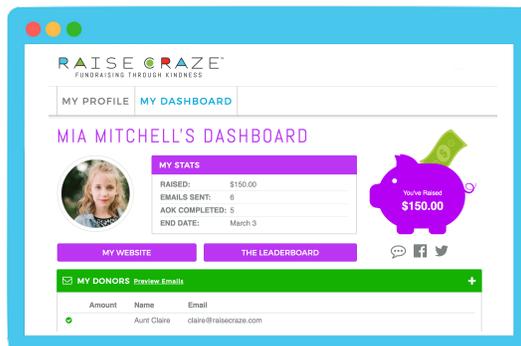
With Raise Craze, your organization keeps 90% of the money raised (compared to an average of 50% with other fundraising platforms).

THE STUDENT EXPERIENCE

The participant's interactive dashboard provides them with real-time tracking of acts of kindness completed, incentives earned, & donations received - both individually & school-wide!

Step 1

Register via the unique link created for your school. You'll need a parent's help if you are under 13.

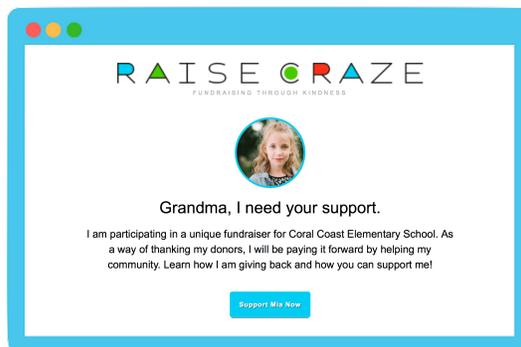


Step 2

Select at least 3 Acts of Kindness to complete for others. Choose from the list or enter your own!

Step 3

Enter email addresses of family, friends and neighbors. *Emails will never be shared with third parties or used for marketing. Texting & social media are also supported.*



Raise Craze will take it from there, sending all emails, reminders, and thank you's. *Students can spend time serving instead of selling!*



Check out our video to see more! Visit <https://raisecraze.com/how-it-works-video>

THE ORGANIZER EXPERIENCE

Planning

We provide you with all the tools you need to plan a great fundraiser!

- ✓ The Go-To Guide
- ✓ My Checklist
- ✓ The Incentive Plan
- ✓ Acts of Kindness List
- ✓ Communications
- ✓ Meeting Agendas
- ✓ Board Presentation Materials
- ✓ Corporate Sponsor Outreach

Promotion

Everything you need to launch a successful campaign!

- ✓ Kick-Off Program & Videos
- ✓ Student Flyers & Save the Date
- ✓ Printable Posters & Yard Signs
- ✓ Social Media Campaign
- ✓ Daily Announcements
- ✓ Parent Emails
- ✓ Faculty Meeting Script
- ✓ Virtual Tools

Tracking

Our state of the art, real-time dashboard keeps you informed.

- ✓ Amount Raised
- ✓ Participants
- ✓ Emails Sent
- ✓ Donations
- ✓ Classroom Leaderboard
- ✓ % to Goal
- ✓ Incentive Reports
- ✓ Acts of Kindness Reports

PRICING

RAISE CRAZE FEE

\$3.00

per donation

The Details:

A flat-rate fee of \$3.00 will be applied to every donation. There is a \$10 minimum donation size.



PAYMENT PROCESSING FEE

2.90% + \$0.30

per donation

Payment processing is handled by WePay™ or Stripe™. Set-up is easy and you can receive your funds as you go along!

Our “Keep The Kindness Going” Program

Our **Keep The Kindness Going Program** allows donors to cover all or a portion of the fees, which means you keep even more. Yay!

INSPIRED GIVING, POWERED BY RAISE CRAZE

- ▶ Absolutely NO Selling
- ▶ No Pledges - Only Donations
- ▶ No Contracts or Deposits
- ▶ Track Donations In Real-Time
- ▶ Receive Funds As You Go
- ▶ Acts of Kindness Starter List
- ▶ Complete Planning Suite & Custom Promotional Materials
- ▶ Secure, [COPPA](#) Compliant Donation Websites for Each Participant
- ▶ Donor Emails, Reminders & Thank You's
- ▶ Text & Social Media Optimized
- ▶ Secure Credit Card Processing

Sign Me Up!

raisecraze.com/create

FREQUENTLY ASKED QUESTIONS

- ▶ **Are there any upfront fees?** Not at all! Create your account for free. Fees are only applied when you receive donations.
- ▶ **How do I reserve my dates?** No need to reserve your dates. Start your fundraiser whenever the time is right for your group!
- ▶ **Do donors make pledges that have to be collected?** Nope! Our model is donation-based which means no icky collections - yay!
- ▶ **Do students get pledges per act of kindness?** No way! This is all about paying it forward, NOT getting paid to be kind. Participants pay kindness forward to others, whether or not they receive donations!
- ▶ **When do I receive my funds?** Receive funds as you go! No more waiting around till the end :-)
- ▶ **Does the Raise Craze fee apply to cash/checks?** Yes, the Raise Craze fee applies to all donations collected under the Raise Craze program including cash & checks.
- ▶ **What about students who don't have internet access?** Not a problem! With us, everyone can participate. Paper trackers are available upon request.
- ▶ **How are acts of kindness performed? Individually or as a group?** Both ways are encouraged - it's up to you! We have ideas for all ages! Explore them here: [Acts of Kindness](#)
- ▶ **How do you make sure the students complete the acts of kindness?** We operate on the honor system, so remind students about the importance of being honest when checking off completed AOK in the software!