

Forney High Band Fundraiser



Hello Parents,

We will be launching our Vertical Raise fundraising efforts in the coming days and wanted to answer any questions you may have to gain participation. Vertical Raise is a social donation campaign that has simplified the way teams, groups and schools raise money.

This campaign does not require participants to sell any products, staff do not have to manage cash, or keep/distribute inventory. Fundraising is vital for the success of our program and we truly need to raise funds. Vertical Raise has a streamlined process that gives participants the ability to help raise money for a successful season. There have been thousands of programs who have had success utilizing this fundraiser and with your help, our fundraiser will be too!

All we ask, is that each parent/guardian help their participant(s) gather **20 or more email addresses of their biggest supporters i.e. "Grandma, Grandpa, Aunts, Uncles, Family friends."** Then, emails will be sent to these potential donors where they can view the groups fundraiser page and decide if they would like to donate. If not, they can easily delete the email or help by sharing the fundraiser. We are confident there are many people eager to support your child and Vertical Raise's platform affords them the opportunity to help if they choose. This Fundraiser will be a success if you help develop a *quality* list prior to our launch. Emails are only used for fundraising and will never be sold or redistributed.

*** Your contacts are strictly PRIVATE, PROTECTED and will never be REDISTRIBUTED**

Overview and Explainer:

1. **SAFE and PROTECTED** - Vertical Raise is the most reliable online donation platform available. All information is private, 100% secure and will never be redistributed.
2. **ONLINE PLATFORM** - We will reach potential donors through email, text and all social media. Through these mediums, donors can visit the team fundraiser page and choose to help support the cause with a donation.
3. **DESIGN** - Vertical Raise is designed to exponentially increase the outreach of any fundraiser and help relieve the financial burden by accessing people who genuinely want to support the cause.

Thank you so much for your support!

Forney HS Band Boosters & Cody Newman

Participants Name: _____

STUDENT EXPECTATION

"INDIVIDUAL FUNDRAISING GOAL" = \$500.00

"PARTICIPATION GOAL" = 20 QUALITY EMAILS

We will be manually inputting emails on our meeting day scheduled with our fundraising coach, as he walks our team through the process. The expectation is for EVERYONE to participate by formulating a quality list of **emails** and by bringing these sheets with you. Additionally, please have **cell phone #'s** of family and friends ready to input from your phone.

DO NOT USE TEACHERS OR PEERS

SAVE ALL EMAILS IN YOUR NOTES ON YOUR PHONE

EXAMPLE SHEET:

| Example Donors: | Email Addresses: | Example Donors: | Email Addresses: |
|-----------------|------------------|------------------|------------------|
| Mom | | Dad Best Friend | |
| Dad | | Family Friend #1 | |
| Grandma | | Family Friend #2 | |
| Grandpa | | Family Doctor | |
| Aunt | | Family Dentist | |
| Uncle | | God Parent | |
| Cousin | | Neighbor | |
| Dad Co-worker | | Great Uncle | |
| Mom Co-Worker | | Great Aunt | |
| Mom Best Friend | | Former Coach | |

"It's always a good idea to include former Alumni and or business owners from the community that would support you and the team."