



AMUNDSEN ATHLETICS FOUNDATION - SNAP Fundraising Overview -

Snap! Raise Fundraisers are the door-to-door candy sales of our day. Other than ticket gates they are our best means of directly reaching out to families and friends of student athletes and asking for their support. The entire process is digital, so student athletes do not have to physically canvass specific areas or customers for sales while toting around products or samples. Team contacts and athletes do all the planning upfront so that once the campaign become underway there is little to do other than occasional follow-ups. Funds are channeled directly to the Amundsen Athletics Foundation (AAF) bank account and then AAF will distribute these directly to your respective team account. Funds are then managed by AAF accordingly with team reps.

PROCEDURES

- Have initial discussion with Athletic Director; upon approval submit Fundraiser Assistance / Representation Request form to Amundsen Athletics Foundation.
- Coach designates themselves or team parent to manage the campaign.
- Campaign Manager (CM) facilitates discussion with coaches and players to convey team needs / fundraiser goals.
- CM establishes a budget and strategies to motivate potential donors.
- CM discusses final proposal with Athletic Director / AAF for final approval to proceed.
- CM contacts Snap! Raise Fundraising Coordinator (attachment A)
 - CM Develops Webpage (attachment B)
 - Insert fundraiser goals
 - Insert pictures / video
 - Set-Up Player pages
 - Develop and send out set-up instruction script (attachment C)
 - Follow-Up as required prior to launch
 - Send out Snap! Launch Information Sheet (attachment D)
 - Pre-Launch Meeting with Snap!
 - Develop email script for potential donors
 - Resolve any remaining issues
 - Launch
 - AAF Closes Out Campaign

4 Steps to Digital Fundraising with Snap! Raise



1



Talk with Matt

25 Min

Share about your program & cover the Snap! Raise process.

2



Personalize Your Page

10 Min

Update your personal message to donors, add pictures of the team, and more!

3



Athletes Sign Up

10 Min per Athlete

Each athlete will upload a profile picture & upload 20+ email addresses.

GO



Launch the Campaign!

28 Day Campaign!

You are on your way to raising \$300+ for every participating athlete!





Contact Matt Eckstein to get started!


317-696-3867

matt.eckstein@snap-raise.com

SAMPLE FUNDRAISER PAGE – PRE-LAUNCH



CURRENT FUNDRAISER
Amundsen Girls Soccer
2022
[Switch Fundraiser](#)

Fundraiser starts in 15 days




1

5

Days until fundraiser starts

Amundsen Girls Soccer 2022

About Our Fundraiser



Starts on Jan 26th, 2022

2022 campaign

1 participants

Why are donations necessary?

Your donation allows us to provide funding for our participants to experience success and receive an excellent high school athletic experience.

How are my donations used?

[Join a Fundraiser](#)

[Support](#)

Type here to search

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Girls Soccer Fundraising Drive - 1


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Amundsen Girls Soccer 2022

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Pat Ryan






CURRENT FUNDRAISER
Amundsen Girls Soccer
2022
[Switch Fundraiser](#)

VIKINGS





Pat Ryan
Group Leader

Family, friends, and fans - Thank you so much for taking the time to view our fundraiser page. Your support will help us offer a higher quality experience for all participants. Raising dollars for extracurricular activities is very difficult to do but is vital for our program. If you could please spread the word about our fundraiser by sharing it with your friends via Email, Facebook and Twitter we would greatly appreciate it!

How are my donations used?

The average cost to properly equip a student athlete is \$420 (two jersey / sock sets, shorts, warm-up top / bottom, soccer ball, nutrition supplements and team events). This does not include the cost of coaches, transportation, referees, field equipment and other program needs.

Donate Now

\$1000 Donation

Donations at this level are game-changers and can help our program develop beyond our original goals.


Fundraiser starts in 15 days

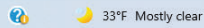
\$500 Donation

[Support](#)

+ Join a Fundraiser

Type here to search



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 Support

2 of 7

3 of 7

4 of 7

5 of 7




5 of 7


6 of 7

Minimum donation amount is \$20

 **Support**

Other Ways to Help






CURRENT FUNDRAISER


Amundsen Girls Soccer 2022

[Switch Fundraiser](#)


Other Ways to Help

 Spread the Word


You can help by sharing a link to the fundraiser via email, text, or your social media networks.

 Messenger


[Send Messages](#)

 Facebook


[Post on Timeline](#)

 Twitter

[Post a Tweet](#)

 QR Code

[Download QR](#)

 Cheer Wall

Thanks to our supporters!

Post a cheer!

Leave a message when you donate

[+ Join a Fundraiser](#)


[Support](#)

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Pat Ryan

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Girls Soccer Fundraising Drive - 1

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Amundsen Girls Soccer 2022

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CURRENT FUNDRAISER
Amundsen Girls Soccer
2022
[Switch Fundraiser](#)

Cheer Wall


Thanks to our supporters!

Post a cheer!
Leave a message when you donate




This fundraiser is powered and safely managed by Snap! Raise, the nation's premier fundraising solution for youth athletics and club programs.


[View the Snap! Raise National Impact Report](#)




Over **80k fundraisers** run



Active campaigns in all **50 states**




7.6 mil donations



\$430 mil raised since 2014

[Learn more](#)

 Snap! Raise is always working on improving our products, so your experience may change from one use to the next.

[FAQ](#)

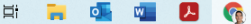
[Give Feedback](#)


[\(206\) 285-0906](#)


[support@snap-raise.com](#)

[Support](#)

Type here to search



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SAMPLE SNAP FUNDRAISER SET-UP LETTER TO PLAYERS

Hello Team,

*We will be doing a fundraiser to raise money for the **soccer** team! We need all of you to participate so that we can raise as much money as possible. This will be the easiest fundraiser that you guys will participate in. Everything is virtual!*

PLEASE MAKE THIS HOMEWORK AND COMPLETE ASAP. We will need everyone to join the fundraiser and preload their emails prior to 1/25/22! The sooner you get this done, the better.

1. Click on this link to get joined to the fundraiser: http://www.snap-raise.com/join_code/##### - Everyone would need to create an account with Snap! Raise using their email and password. Once you've created an account, it will confirm that you are joining the Amundsen Girls Soccer fundraiser as a participant. Click join.
2. Finish completing your account and upload a profile picture for yourself! This is important. Click Save and Continue.
3. The next page will have you '**Enter 20 emails**'. You should work on collecting these emails with your parents/guardian. Once you have them entered in, click **Submit Emails** at the bottom. Here are some examples of whose emails you should be entering:

1. Parent(s)/Guardian #1
2. Parent(s)/Guardian #2
3. Grandma
4. Grandpa
5. Cousin(s)
6. Uncle(s)
7. Aunt(s)
8. Family doctor
9. Orthodontist/dentist
10. Church/Social leader

11. Scout/troop leader
12. Family Friend #1
13. Family Friend #2
14. Former coach
15. School alumni
16. Local business that knows YOU
17. Neighbor(s)
18. Parent co-worker(s)
19. Parent friends
20. Adult sibling(s)

Make sure your emails do NOT include teachers, fake emails, etc. and are only legitimate potential donors. I can track all the emails inputted into the system so please make sure these are quality emails.

I will be tracking everyone's participation so be sure to participate and do your part. I appreciate everyone's efforts!

Thank you!

General Information on Snap!Raise



Hello Parents,

We will be kicking off our Snap!Raise Fundraiser on Friday, January 28 with John Garvin, our local rep. Snap is a social donation platform that enables our program 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 student athlete gathers 20 or more email addresses of their biggest fans. Your contacts are strictly private and protected.

Once you register, load and submit your addresses the system will notify you that you have successfully sent ## emails. These are actually queued into the system and will be sent out with a link to your student athlete's page when the campaign officially launches on Friday.

You can view a draft by going to their account page, selecting the Amundsen campaign, and then on the lower left hand side click View under Campaign Page.

Snap Fact Overview:

1. Safe and Protected: Snap!Raise is the safest online donation platform available. All data is private and never redistributed. **Snap DOES NOT share or sell email addresses.** After the campaign concludes the potential donor will not receive emails from Snap!Raise.

Our campaign page is an HTTPS site which means that it is secure and not viewable by the public. The only way a potential donor can view the page is if they are sent a link by a participant.

2. No Product Sales: Students will not be asked to sell products for this fundraiser. Every effort is made through our own custom built site and shared via Email, Facebook, Twitter and Text from the student's individual page.

3. Email Strategy: All supporters will be mailed an Amundsen Girls Soccer window cling and electronically issued a receipt for their gift included with a personalized thank you from the student. There are three reminder emails sent to donors, with an option to unsubscribe. Snap Raise does not harvest, sell or spam email address.

4. Reverse Flow: Snap's platform and process is what makes their fundraiser so successful. It allows an extensive reach across the nation, not just the community, by providing options to connect with multiple donors and their social networks; maximizing our raising efforts.

5. Tracking: We can track where each participant is with their effort. How many emails addresses were added, how many emails have been opened and how many donations they have received along with the total dollars raised.

6. Collegiate Funding Model: Snap!Raise's platform is utilized by universities like Notre Dame, Stanford, Texas and Arizona to reach out to donors and alumni. Snap!Raise gives high school athletic programs and group based activities the opportunity to capitalize on the same software and platform to reach out to our student's biggest fans and supporters!