



Hello Parents,

We will be launching our Vertical Raise fundraiser next week 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. -All we ask is, is that each parent/guardian help their student 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 want to donate. Any person that does decide to donate will be mailed a tax-deductible receipt and nothing else.

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

Overview and Explainer:

- 1. SAFE and PROTECTED-** Vertical Raise is the safest 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 teams’ 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 truly want to support the cause.

ATHLETE EXPECTATION

“INDIVIDUAL FUNDRAISING 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. We

really need everyone's participation by formulating a quality list of emails in order to be successful! Please have cell phone numbers 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:	Example Donors:
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

Our Vertical Raise rep's name is Corey. Please contact him if you have any questions.

Email: coreyg@verticalraise.com - Cell: 504-442-2516

Thank you so much for your support!