GLASSBORO SCHOOL DISTRICT
Board Action Request

Date Submitted: **3/25/2022**   Proposed Effective Date: **4/4/2022**   Grade(s) impacted: **9-12**

Name:	Position/Item:	Submitted By: **Dr. Stowman-Burke**	Building: **High School**
Proposed cost/amount:	Funded through: **Local**	Hours/Days per wk.:	Benefits: ☐Yes ☐No

Personnel:

Is candidate currently employed by District: ☐No ☐Yes (If yes, what position:)

Is candidate a former employee: ☐No ☐Yes ☐ N/A

Check references/review district personnel file? ☐No ☐Yes ☐ N/A

Board Action Requested:

Request to approve SnapRaise as a vendor for fundraising. Please see attached documents for additional info.

FOR OFFICE USE ONLY:

Board Date: _____   Approved: Y or N   Index #: _____

What SnapRaise provides for their 20% Fee

- The ability to pre-load emails before the campaign starts.
- Research on the best time to send emails to potential donors, making sure we get to the top of inboxes at the best time of day to help drive additional donations.
- Platform/dashboard includes
- Visibility throughout the whole fundraising process, communication with the team directly from the platform, and the ability to fully inform donors what this money is going to help support the program.
- Allowance to use credit card for donations and the coverage the cost of credit card transaction processing fees if donors elect to not cover those fees themselves.

- Overall effectiveness & efficiency - Teams will have guidance and help in making sure everything is efficient, so they don't have to figure it out on their own. We can help you get the most of your fundraising.
- Financial stewardship - Protection against theft, fraud, and mismanagement of funds by using Stripe as our payment processor. No one will be handling cash or credit card numbers. Funds can be dispersed in a timely fashion using the school's information, and, we can help understand the tax implications for both donors and recipients. The entire process is 100% Payment Card Industry (PCI) compliant.
- Student safety & privacy - We will not collect any student information so none of their info can be transmitted, distributed, or exchanged. Campaigns are not searchable so only the people who receive the link can access the team's campaign. Students are also not physically selling goods, so they are not going door to door or handling any cash.
- Governance & Controls - The school can establish who can run a campaign as well as have full visibility to each individual fundraising campaign.

- Complimentary use of our oversight dashboard for you and any other administrators which includes:
    - Financial reporting for all school and program fundraisers at your school
    - Centralized information sources for invoices, status of funds/payments, and settlement details
    - Enhanced oversight into every campaign
    - Control over messaging and approvals

Snap! Raise Acknowledgement

Payable Organization: **Glassboro High School | Glassboro, NJ | 21-6000195**

Note: the payable organization name cannot be changed once donations are made.

Confidentiality: The process and documents shared by Snap! are property of Snap! Mobile, Inc. Re-creation or sharing of the process of documents is prohibited.

Service Fee:

I acknowledge the service fee for the use of Snap! software and services as described below

* My group will keep 80% of the funds received if 70% participation is achieved.
* If participation is below 70%, my group will keep 73% of the funds received.
  * Participation % = Number of participants receiving 1 donation, divided by my listed group size

Credit Card Processing Fee: All credit cards have a small pre-transaction fee. Normally, donors elect to cover this fee. In the instance in which a donor elects not to cover the fee, Snap! Raise will do so automatically.

External Donations: Any check or cash donations received will be reported to my Snap! Representative. The external donations will be applied to the specified participant's account, included as part of the funds received, and are subject to the Snap! Raise service fee as outlined above.

Gear Cost: I acknowledge my group will pay for the cost of incentives with funds raised in the campaign. The participants will choose the item they wish to receive from each tier. They will only receive that item if they submit 20 emails and receive the required number of donations. If a participant neglects to select an item, they will not receive their prize. The tiers are:

TIER 1 - 20 emails & 5 donations- $15 item   TIER 2 - 20 emails & 10 donations - $30 item
TIER 3 - 20 emails & 15 donations - $45 item   TIER 4 - 20 emails & 20 donations - 1 item per tier totaling $90
Top Earner - 20 emails & Most funds raised over $1,000 to be eligible - Prize selected between $80-$200

Donor Gear Purchases: During the campaign, gear purchased by donors for participants (OTK) or gear purchased by donors for themselves (OTK-F) will result in 10% of the purchase price going back to the program. This will be reflected on the final receipt.

Logo Selection: All gear (except socks) will be custom branded with my selected logo. I understand there will be a small Snap! Raise logo below my design. The participants will choose an item they wish to receive from each tier. They will only receive that item if they submit 20 emails and receive the required number of donations. If a participant neglects to select an item, they will not receive their prize.

Below is the logo design number and colors selected, which correspond with the attached logo guide. If you would like to change your selection, please contact your Campaign Director prior to the end of your fundraiser.

Logo Design #: **72**   Logo Primary Color: **Dark Red**   Logo Secondary Color: **Athletic Gold**

Snap! Store: Snap! fundraisers have a digital Snap! Store created to support their organization in selling spirit wear year-round. If a custom logo was provided by the organization to be used for Outfit-the-Kid (OTK), Outfit-the-Fan (OTF), and/or participant incentives, this logo will be used on all purchases in their Snap! Store or the store will be created with the logo selected below. To opt-out of Snap! Store, please contact your Campaign Director or our Customer Support team.
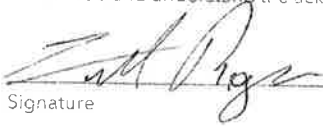
Stripe: Stripe is a payment processor that Snap! Raise partners with to ensure that incoming donor payments and outgoing organization payments are processed in a secure and timely fashion while meeting federal regulations for fundraising. You will be asked to provide information tied to the payable organization and financial/group administrator in order to pass a verification process called Know Your Customer (KYC). In some instances, additional documentation and/or information will be required to complete the KYC process, and these requests will come from your Campaign Director or our Snap! Raise Customer Support team.

Disbursement of Funds: Snap! will process sales on behalf of your organization and hold such funds until the end of your campaign. Once we have finalized your campaign, a check will be processed for your sales, less the Snap! service fee. All requests for payments to be made via direct deposit must be submitted to your Campaign Director or Customer Support prior to the end of your campaign. Please note that any such bank account designated to receive the funds must be in your organization's name.

Know-Your-Customer (KYC) and Payments: Once your fundraiser receives donations, we are unable to adjust or change the payable organization name or EIN (Tax ID Number). Please review KYC closely and alert your Campaign Director or Customer Support if any of the required, pre-filled information is incorrect. _____

Gear Return Policy: All items are made to order, and for that reason items that have been decorated with a logo, name or number are not eligible for a return or exchange unless it is determined that your order is not 100% free from defects in materials and decoration. In the event items are missing or have been damaged upon receiving your order, you will have 30 days to submit a request for a replacement item. This 30-day window will start the date you received your order.

I have read and understand the acknowledgement and have selected a logo for our fundraiser. I am ready to begin my Snap! Raise campaign.

_____
Signature

3/78/22
Date

Scott Rogers
_____
Printed Name

GLASSBORO PUBLIC SCHOOLS
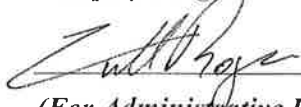# FUNDRAISING APPROVAL REQUEST FORM

(To Be Completed by the Advisor/Coach)

High School	X
Middle School	

Date	3/28/2022

Club/Class/Sport & Advisor/Coach	Girls' Soccer/ Scott Rogers
Vendor (Company Name and Address)	Snaprise
Percent Retained by Company	20%
Percent Retained by Club/Class/Sport	80%
Type of Product/Service to Be Sold	Virtual Donations
Fundraising Goal (Dollars)	$ 5,000.00

Items/Services to be purchased with proceeds (Complete Attached Fundraising Budget)

Name/Phone of Sales Representative	Kyle Weick/ 856-577-0495
Start/End Dates (2 weeks or less)	August 29, 2022- October 15, 2022

When submitting for approval, a copy of the vendor agreement/quote must be attached to this form.

Employee Signature   **Date**

3/28/22

(For Administrative Use Only – Send final copy to building principal or athletic director)

Assistant Principal		Principal		Athletic Director		Superintendent	
Approved		Approved		Approved		Approved	
Denied		Denied		Denied		Denied	
Date		Date		Date		Date	

Date of Board Approval

GLASSBORO PUBLIC SCHOOLS
FUNDRAISING BUDGET REQUEST

(Intended use of proceeds)

Item/Description	Vendor	Qty	Unit Cost	Total Cost
Senior Gifts (Blankets)	MBM Sports	10	$ 30	$ 300.00
Sweats	MBM Sports Under Armour	35	$ 100	$ 3,500.00
Breast Cancer Awareness Tees/ Socks	MBM	35	$25	$875.00
Summer League	Deptford High School	15	$85	$1275.00
KWIK TOM (Training Manequin)	MBM Sports KWIK Goal	5	$95	$475.00
			$	$
			$	$
			$	$
			$	$
			$	$
			$	$
			$	$
			$	$
			$	$
			$	$

Total Expenses	$6425.00
Amount Available from Other Sources (if any)	$3320.00 (GOA Account)
Total Fundraising Goal	$5000.00

GLASSBORO PUBLIC SCHOOLS
FUNDRAISING NET-PROCEEDS REPORT

(To be recorded after completion of fundraiser)

Description	Revenue	Expenditures
	$	
	$	
	$	
	$	
	$	
	$	
	$	
	$	
	$	
	$	
(Fees)		$
		$
		$
		$
Total Deposits		$
Total Expenses		$

Net Proceeds		$
Fundraiser Goal	$	
Surplus/Deficit	$	$

Proceeds to cover or augment the salary/stipend of personnel or to hire personnel is prohibited. Additionally, Door-to-Door Sales/Solicitation of any kind are prohibited.

Advisor/Coach Signature   **Date**

(For Administrative Use Only – Send final copy to principal or athletic director)

Assistant Principal		Principal		Athletic Director		Superintendent	
Approved		Approved		Approved		Approved	
Denied		Denied		Denied		Denied	
Date		Date		Date		Date	

Rogers, Scott

From:	Andrew Johnston <andrew.johnston35@gmail.com>
Sent:	Monday, March 7, 2022 7:34 PM
To:	Rogers, Scott
Subject:	[EXTERNAL EMAIL] Fundraising

Scott,

While we were chatting the other day, you had mentioned that the soccer team might be doing away with snap raise and going back to a fundraiser like charity mania.

While the fees can seem expensive for snap raise, snap raise has proven to provide more NET fundraising dollars for an individual team than something like charity mania. As a soccer coach who has been involved with both types, I have seen the major increase in fundraising dollars after fees that our teams earned through snap raise vs charity mania or other traditional fundraisers, including standing outside of a store.

Snap raise can reach more people, it's more efficient without the door to door sales pitch, convenient, quicker and safer for the kids. Snap raise allows the kids to send the fundraiser to extended family, their parent's friends, their parent's coworkers, etc without needing the paper/tickets in the physical form. The payment method is also way more convenient than getting rejected because the person's door you knocked on doesn't have cash!

There are many other reasons why an online fundraiser like snap raise produces more fundraising dollars than your traditional door to door fundraiser.

I would hate to see the team go back to the old ways of fundraising since your team raised way more money using an online fundraiser like snap raise. I know that my kids were more excited to get nicer soccer gear and nicer warm up apparel than just a cheap tshirt.

Give me a shout if you want to talk more about this.

-Andrew

When we started using Snap!Raise I was skeptical, but after one season and raising the amount of money that it took me 4 seasons to raise with another fundraiser (with ZERO headaches and stress), I felt that this was the way to go.

What I have found to be great about this program is that EVERYONE is tapped into the digital era. Whether this is email, text, or social media, Snap!Raise reaches them all. Before when I did Charity Mania (a football pool that required the girls to sell tickets) we were limited locally, with Snap!Raise, we are reaching more family members, receiving more funds, with less stress.

With the money that we have raised, we have been able to outfit the team with high quality sweats (with nothing out of pocket to the player). Through the 11 years that I have been coaching, there has only been 1 year that we were able to fully fund sweats. Before Snap!Raise there were some girls that had to go without sweats. Not only are we able to provide sweats, but also Cancer Awareness Shirts and socks. Additionally, with this money, we will be able to supplement our school budget for equipment. There are some items that are well out of reach with the budget that is provided by the district.

Below are some local districts that have used Snap!Raise and what they raised. Several of the schools are similar in size and socioeconomic makeup to Glassboro

- Woodstown Field Hockey - $9,790 raised
- Pitman Football - $6,955 raised
- Gloucester Catholic Boys Lax - $5,225 raised
- Gloucester Catholic Girls Volleyball - $6,945 raised
- Deptford Baseball - $7,725 raised
- Deptford Girls Soccer - $12,220 raised
- Deptford Boys Soccer - $5,356 raised
- West Deptford Boys Soccer - $7,085 raised
- West Deptford Baseball - $7.350 raised
- Schalick Boys Basketball - $2,920 raised
- Audubon Cheer - $2,315 raised
- Audubon Marching Band - $3,065 raised
- Audubon Boys Basketball - $2,600 raised
- Collingswood Boys Basketball - $6,100 raised
- Collingswood Girls Soccer - $5,910 raised
- Collingswood Boys Soccer - $10,153 raised

Rogers, Scott

From: Carol Crispin <carcrispin64@gmail.com>
Sent: Wednesday, March 9, 2022 11:22 PM
To: Rogers, Scott
Subject: [EXTERNAL EMAIL] Snap raise

Coach,

Just saw the remind notice and if I am not too late I would like voice my support for Snap-raise. It has been a very easy way to raise funds for the girls' team, and surprisingly effective. I am not a fan of sales or high effort/little reward options: I hope that you are able to continue to utilize this tool to support the team.

Thanks for your efforts!
Carol Crispin

Rogers, Scott

From:	Kim Marino <kmarino0915@gmail.com>
Sent:	Thursday, March 3, 2022 10:49 AM
To:	Rogers, Scott
Subject:	[EXTERNAL EMAIL] Snapraise 2022-23

Hi Scott, hope all is well.

Emma will be going into her senior year next year and I was wondering if we will be using snapraise again?

It's soooo easy, and without it we can't do sweats (fully funded), and senior gifts. It worked so well for us...especially for family and friends that wanted to support emma but don't live close.

Anything I can do to help let me know!

Kim Marino

Sent from my iPhone