



NONPROFIT SCRIP FUNDRAISING STARTER KIT

The Complete Guide to Raising Money
for Your Nonprofit Organization



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WHAT IS SCRIP?



Scrip is a weird word that you've likely never heard of before, but a long time ago, it was the word for alternative money in the form of a certificate. Nowadays we could just call scrip gift card fundraising, but we like to keep the tradition going.

With the textbook definition in mind, it might be easier to understand that scrip is fundraising while you shop[®]. Unlike other fundraisers where you have to devote time to selling products or asking for donations, with scrip, you raise money by purchasing gift cards on ShopWithScrip.com. These gift cards all have a rebate percentage on them, normally between 2% and 16%, which is the amount that will go directly to your organization when the card is purchased at face value.

The gift cards we offer on ShopWithScrip are the same ones you can purchase while you're at the store. We work closely with over 750 retailers, and we purchase our gift cards directly from them so you can earn the highest rebates. With so many retailers, including grocery, department stores, gas stations, restaurants, hotels and travel, and even home improvement, you can use scrip on basically all of your purchases.

HOW DOES SCRIP WORK?

Now that you know more about scrip let's cover how your organization raises money.

Every organization has a **coordinator** who runs the program. It's their responsibility to spread the word about scrip fundraising to organization **families**, recruit volunteers if needed, place organization orders, and distribute orders to families. The coordinator also decides when to place the order, how families can order— either online or with paper order forms —and they can choose to make changes to your program like starting an **inventory**.

Once the coordinator communicates the scrip order date, families will either write down the scrip they need on a paper order form or go onto ShopWithScrip.com and place their order right online. Families can have the option to pay their organization by check or use **PrestoPay™**, our secure ACH online payment system that electronically debits funds from a family's checking or savings account. Once the coordinator places the organization order, the rebate earnings from the gift cards will be distributed to the organization's account, and the group has raised money!

The coordinator will then receive the gift cards and give them to families who will use the gift cards to pay instead of credit cards, debit cards, or cash when they go shopping or out to eat. That's the beauty of scrip: you raise money just by using scrip gift cards to make your everyday purchases.

SCRIP TERMS FOR SUCCESS:

Coordinator: The person in charge of your scrip program. They spread the word about scrip and place and distribute orders.

Families: The term we use for members of your nonprofit organization. On ShopWithScrip, their orders are called family order.

Inventory: A stock of gift cards an organization keeps on-hand to sell to organization members. An inventory is completely optional.

OUR PRODUCTS



The secure ACH online payment system families can use to pay for orders conveniently. PrestoPay electronically debits funds from a family's checking or savings account, so they don't have to send in a check to the coordinator or organization.



These are gift cards that can have funds added to them overnight if you pay with PrestoPay, so you don't have to wait for a new shipment of cards to shop with scrip. For a card to be reloadable, it must have been originally purchased from ShopWithScrip.



Like Reload, a gift card with the ReloadNow® option lets you add funds to a plastic gift card you've purchased from us before. The only difference is that with ReloadNow the funds are available on the card in minutes if you pay with PrestoPay.



As its name suggests, ScripNow® is an eGift card that you can buy and receive instantly. You can print off ScripNow, or redeem it on your mobile device, so it's perfect for shopping on the go. Just like ReloadNow, a ScripNow eCard is delivered to your account in minutes when you pay for your order with PrestoPay.



MyScripWallet.com is our mobile site that puts fundraising at your fingertips®! You can access the site by opening the web browser on your phone and going to MyScripWallet.com where you'll be able to order ScripNow, Reload, and ReloadNow, and redeem ScripNow directly from your mobile device for accepting retailers.

POTENTIAL EARNINGS

The thing to keep in mind with scrip is that repeated small earnings add up. Scrip works best when families get into the habit of setting their budget with scrip so they can use scrip on as many purchases as possible. By planning ahead for their everyday purchases, the average family can easily earn \$500 to \$1,000 in a year— and many families earn much more!

Take a look at the chart below to see how much money one family can raise:

ITEM	AVERAGE REBATE	SPENDING PER MONTH	EARNINGS PER YEAR
GROCERIES	4%	\$335	\$160
FOOD OUT: CASUAL AND FAST FOOD	8%	\$250	\$240
GAS	3%	\$175	\$60
ENTERTAINMENT	5%	\$240	\$140
CLOTHING AND ACCESSORIES	9%	\$150	\$170
HOME IMPROVEMENT	4%	\$150	\$70
VACATIONS	6%	\$330	\$240
TOTAL		\$1,300 per month	\$1,080 per year!

Numbers based on national averages for a family of four

One great bonus about scrip is that it's a fundraiser for everyone. Every family in your organization has these expenses, and they could be using scrip. So take the earnings for one family and multiply them to see how much your organization could raise.

20 Families	\$21,600
50 Families	\$54,000
100 Families	\$108,000

Additionally, you'll see even more of a spike if you let families order electronic gift cards and reload their previously purchased gift cards whenever they want. In fact, families who order ScripNow and Reloads earn 45% more on scrip than those who just use paper order forms, plus they gain the convenience of getting scrip whenever they want or need it.



BENEFITS OF SCRIP

So the earnings sound great, but this is still a fundraiser, which automatically means it has to be a drag, right? Wrong! Scrip is different than any other fundraiser you've come across in the past. Just take a look at the benefits of scrip:

- 1 No more selling products or asking for donations.** You don't have to sell any more knick-knacks, candles, cookie dough, or candy. Scrip is a no-selling fundraiser, so the days of pestering your family and friends are gone.
- 2 No upfront costs.** With many fundraisers, you have to purchase all of the product upfront that you then sell, which leaves you hoping you make a profit. Scrip doesn't function that way; you're just switching your payment method by buying a gift card to use instead of cash or a credit card.
- 3 Scrip is fundraising while you shop®.** Everyday family purchases become everyday earnings for your organization. Families only buy what they need and what's within their budget, and they can use scrip for almost all of their purchases.
- 4 You can distribute funds how you see fit.** With most fundraisers, all of the money raised goes into a general fund. But with scrip, you can give money back to the families who can use it on personal expenses. Plus, the funds are immediately accessible by the organization so that you can give credit to families at any time.
- 5 Your organization can raise funds with scrip all year long.** Unlike other fundraisers that run once or twice a year that can be a nuisance, scrip is designed to work all year long. After placing a few orders, families will be hooked on earning money and won't want to budget without scrip. Plus, ShopWithScrip runs many promotions throughout the year, so families can take advantage of bonus rebates or chances to win prizes all year long.

THINGS YOU SHOULD CONSIDER...

PRODUCT FUNDRAISING

Individual product fundraisers generate on average nearly **\$3,100** each time they're held.



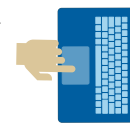
EVENT FUNDRAISING



- 28 - Auctions
- 22 - "Thons"
- 17 - Breakfast/Dinners
- 17 - Special Events
- 6 - Scrip
- 6 - Product Sales
- 1 - Online Campaign

CROWD FUNDRAISING

308 online donation platforms support over 1 million projects



An online donation site typically costs

3-9 percent of the amount raised

Online fundraising campaigns last an average of 8 weeks



ONGOING FUNDRAISERS

The most popular year-round school fundraisers are:

- Scrip fundraising
- Collecting box tops
- Collecting product labels
- Supermarket receipts



SCRIP FUNDRAISING



55% of participants benefit personally from scrip rebate earnings

Top 3 things schools like best about scrip over other types of fundraisers:



1. Families don't have to sell anything
2. It's fundraising while shopping
3. What you get is worth what you pay



Scrip is an incredibly flexible fundraising program. It can be:

- Online or paper order forms
- Short term or long term
- Managed without requiring lots of volunteer time



46% prefer using scrip for their shopping rather than credit cards



Scrip is Fundraising While You Shop®. This amazingly effective fundraising program works for any school, church, team, club or other nonprofit! Scrip turns everyday shopping into cash for your organization when families use retail gift cards to pay for everyday purchases instead of the usual credit/debit card, cash or check.

Contact us:
www.shopwithscrip.com
 800-727-4715
fundraising@shopwithscrip.com

Follow us:   

Sources: onlinegrad.marygrove.edu | afrcs.org | naesp.org | nptrust.org | gotriquest.com | educationworld.com | statista.com | inc.com



NEXT STEPS AND YOUR GETTING STARTED CHECKLIST

If you're convinced that scrip is the right fundraising option for your nonprofit organization, then you just have to get the rest of your organization on board. Luckily, you can use this guide and all of the materials on our website, so presenting scrip to your group will be a piece of cake.

Once you receive your organization's stamp of approval for scrip, the next step is selecting a coordinator to manage your program. Maybe this person is you! After all, you're well on your way to knowing all there is to know about scrip, and you're already familiar with the coordinator's responsibilities.

Whether you decide just to get the ball rolling or to take on the title of coordinator, you're going to want this checklist to walk you through the enrollment process and help you get your program set up. When you have all of these boxes checked, you're ready to fundraise with scrip!

GETTING STARTED CHECKLIST

I UNDERSTAND SCRIP FUNDRAISING AND HOW IT WORKS

Scrip fundraising is easy to get the hang of, and we have an amazing customer support team here to help you along the way. But it's still important that you understand how the program works from the get-go to take full advantage of all that it has to offer.

THE REST OF MY ORGANIZATION IS ON BOARD

Check with your organization's leadership and make sure they're on board with starting a scrip program. Although no-sell fundraising doesn't need much persuading, the promotional materials on our website can help you pitch the idea and receive quick approval.

WE HAVE SELECTED A COORDINATOR

Whether it's you or someone else in your organization, your coordinator knows their responsibilities and what it takes to run a scrip program. They should also feel confident in communicating and marketing the fundraiser to families.

I HAVE PROOF OF NONPROFIT STATUS OR AN ALTERNATIVE FORM

Proof of your nonprofit status can either be a 501(c)3 notice, a letter of determination from the state, or an opinion from a CPA or attorney. If you're not a 501(c)3, you can submit a letter on organization letterhead stating your status as a nonprofit and what the fundraising proceeds will be used for.

I CAN PROVIDE BANKING INFORMATION IF I WANT

Skip this step if you wish to send in paper checks to pay for orders. However, most customers opt for a faster and easier way to pay with the ACH method. During enrollment, you will be asked to provide a voided organization check or a note on your organization's bank letterhead with the account and routing numbers if you want to pay electronically.

COMMONLY ASKED QUESTIONS

Need anything cleared up? We put together a list of the most commonly asked questions we receive from prospective customers. Give them a glance and know that we're always willing to answer any questions you have!

IS THERE A FEE TO OPEN AN ACCOUNT OR RUN A SCRIP PROGRAM?

No. There are no fees to enroll or join a program, and no minimum order size. The only expense in fundraising with ShopWithScrip is a flat shipping fee on each physical gift card order.

HOW DO WE GET OUR REBATES?

Families pay full face value for the gift cards through your scrip program. Your organization pays a lesser amount based on the rebate offered. The difference between face value and what your organization pays is immediate fundraising.

DO GIFT CARDS EXPIRE OR HAVE FEES?

No. Scrip gift cards are regular retailer gift cards and do not expire or have fees associated with them. Details for any gift card can be seen by choosing a brand on the shop page and selecting "view card terms."

HOW DO I PAY FOR SCRIP GIFT CARDS? CAN WE USE A CREDIT CARD?

Your organization can pay for scrip orders via the ACH electronic debit of your organization's bank account, or by organization check. Families can pay for orders online via PrestoPay, or they may pay the coordinator directly with cash or check. Credit cards are not accepted for organizations or families as they add fees and would result in reduced earnings for your organization.

COMMONLY ASKED QUESTIONS CONTINUED

DO YOU SHIP CARDS DIRECTLY TO FAMILIES?

No. Family orders for physical cards are combined and shipped to your organization to save on shipping expenses. However, families can receive ScripNow eCards delivered electronically to their ShopWithScrip account, and reload previously purchased cards to save time and earn more.

HOW OFTEN DO I NEED TO PLACE AN ORDER?

There is no defined ordering schedule. However, the most successful organizations place orders once a week. Whatever schedule you choose, it's important to keep families informed so they can make scrip fundraising work within their budget and shopping habits.

DO WE NEED TO PURCHASE THE CARDS UP FRONT AND THEN RESELL THEM?

No. Families may place their orders first, and then your organization places an order on ShopWithScrip for exactly what is needed. However, inventorying popular gift cards and selling them immediately from a scrip store or table is a great option to grow your program. Having an inventory makes it easier for families to impulse buy: they'll be able to pick up a card conveniently whenever they're at your organization.

HOW LONG DOES IT TAKE TO GET STARTED?

After we receive your enrollment form and all required documents, your application will be processed within two business days. We'll email you a confirmation letter to let you know your account is open and ready for business!

Scrip is an effective way to raise money for the needs of any nonprofit organization. No matter your cause, a scrip program will make it possible to reach whatever fundraising goals you set. Are you ready to join over 30,000 nonprofits across the country that have taken advantage of scrip fundraising?

NEXT STEPS:

Ready to start a scrip program?

1

ENROLL

Go to www.ShopWithScrip.com and click the Get Started button to complete the steps for enrollment.

2

GET APPROVED

You'll receive an email notifying you of your official approval once we've received your information.

3

START EARNING!

Invite families to join and begin fundraising!

Or: call us at (800) 727-4715 option 5 and one of our customer service representatives will help you get started!

Learn More

ABOUT GLSC

Great Lakes Scrip Center has over 20 years of experience helping nonprofit organizations with their fundraising needs, making us the largest scrip fundraising provider in the United States. Our customers have raised over 500 million dollars by shopping with scrip at their favorite stores. 30,000 nonprofit organizations throughout the nation trust us to help them manage their scrip fundraising programs.

FOLLOW US:



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