RAISE FUNDS WITHOUT FUNDRAISING

The Coach's Guide to Shopraising

VNN

Fundraising is tough.
Sending your athletes door to door to sell discount cards, cookie dough or handle cash donations is a major headache and worse, it's a distraction for your team.

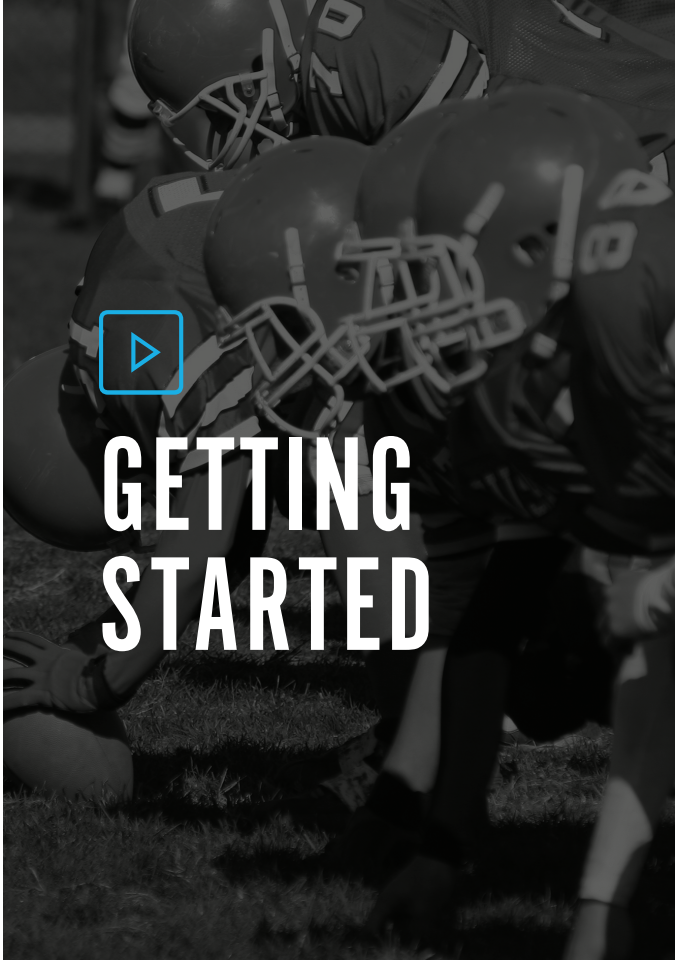
Meet the latest release from VNN, ***Shopraising, the best way to raise money for your team.***

HOW IT WORKS:
When people shop online, your team earns cash-back.

The good news? It's already built into your school's athletic site.

This book includes everything you need to know. Complete a few basic steps and you'll earn a few hundred bucks. Complete them all and you could earn thousands.

Let's Get Started



GETTING STARTED

STEP 1 :
SET UP YOUR SHOP

- Go to your school's official athletic website and click on your team page.
- Click the shop button.
- Click the "Lead Your Team" button and sign in or create an account.

Your account is now active and you're ready to raise funds!

Want to raise more?
Check out the "Power-Up Your Shop" section with tips on how to take this fundraiser to the next level!

Need a Tutorial?

STEP 2 :
ADD THE BASICS

Now that you have your team page set-up, it's time to personalize it. Parents love that!

GET SOMEONE TO HELP
The more help running the fundraiser the better.

TAKE A TEAM PHOTO
People love to see who they are fundraising for. *See how here.*

CREATE A DESCRIPTION
Why are you fundraising? Being descriptive gives people a reason to want to fundraise for your team. *See how here.*

TRY IT YOURSELF
You'll be much better at explaining how the fundraiser works if you try it yourself. Why not *buy a gift card* for tomorrow's coffee?

DOUBLE IT

Promotion is key to getting your new team fundraiser off the ground.

More promotion = More cash-back

Watch your cash-back ***double*** as more people start shopping on behalf of your team.

STEP 3 :

PROMOTE YOUR PAGE

INVITE TEAM PARENTS

Do you have a list of all your parents' email addresses? ***Invite them*** to shop for your team by uploading their email addresses.

ANNOUNCE YOUR SHOP

- ☐ Article on your VNN site
- ☐ Share on Facebook
- ☐ Share on Twitter
- ☐ Add to your gameday program

Want to earn ***thousands?***

Doing a kickoff can multiply your shop's income by ***10x.***

Let a ***VNN Fundraising Pro*** do a kickoff for you.

Call us: 616-930-4100
Message us: vnnsupport.com

Want to run the kickoff yourself?
Go to vnnsports.net/livekickoff