



THE FUNDRAISING PLAYBOOK



LAUNCH

Reach more people
Raise more money



MONITOR

Analytics and
Accountability



COLLECT

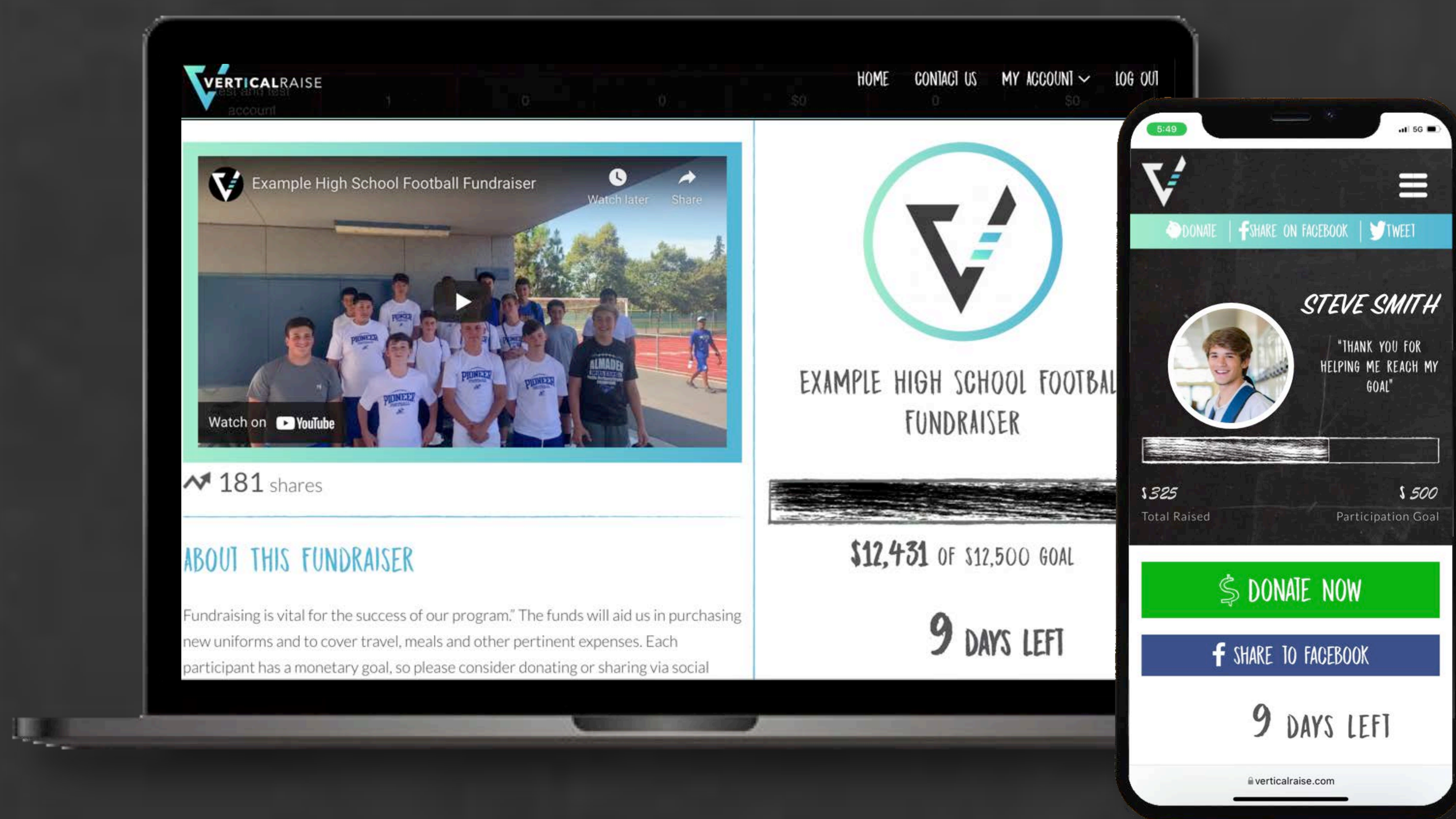
Fastest Check Delivery
or Daily Direct Deposit

www.VerticalRaise.com

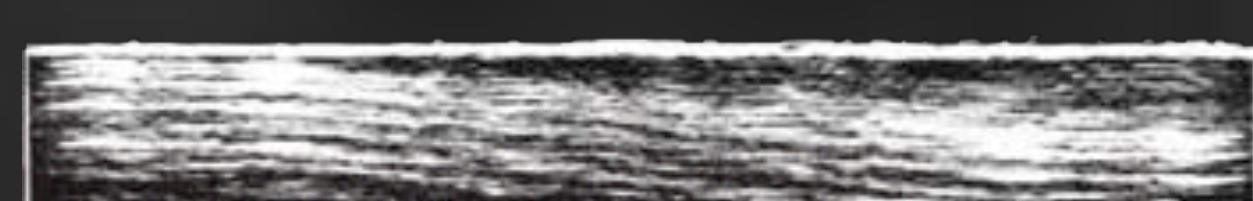
ONLINE FUNDRAISERS

Online fundraisers have exploded in popularity with coaches everywhere due to their effectiveness, higher profit margins, and ability to reach family members across the nation. In-person fundraisers require much more effort by players and coaches and typically make the team much less profit.

Vertical Raise is the premier online donation platform. We utilize email, text messaging and social media practices to exponentially increase the reach of your fundraiser with little effort needed by your coaching staff. The foundation of our company's success is built upon our best-in-class email deliverability, detailed tracking and the complete personalization of every page. Combining this proprietary system, with experienced representatives has made us the most effective donation platform on the market.



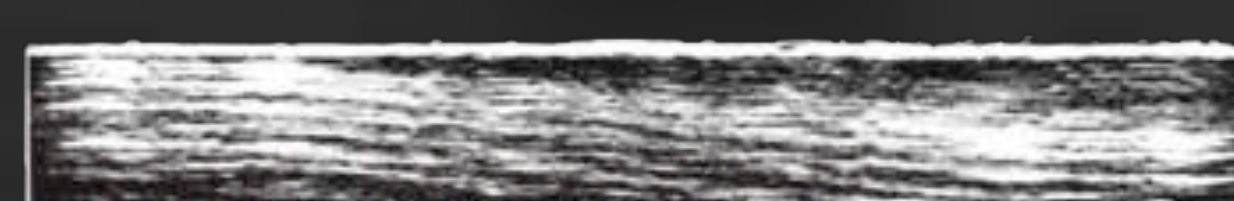
**BOWIE BAND MARCH A
THON FUNDRAISER**



\$73,317
of \$55,000 goal



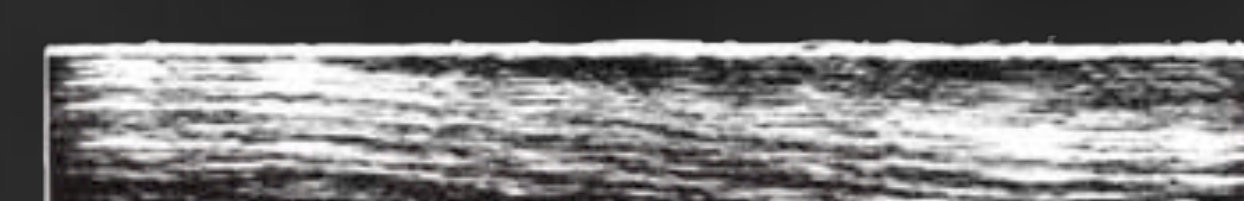
**LGAA FUNDRAISER LOS GATOS
FOOTBALL**



\$61,363
of \$60,000 goal



**HOMESTEAD HIGH SCHOOL
MUSIC BOOSTER ANNUAL**

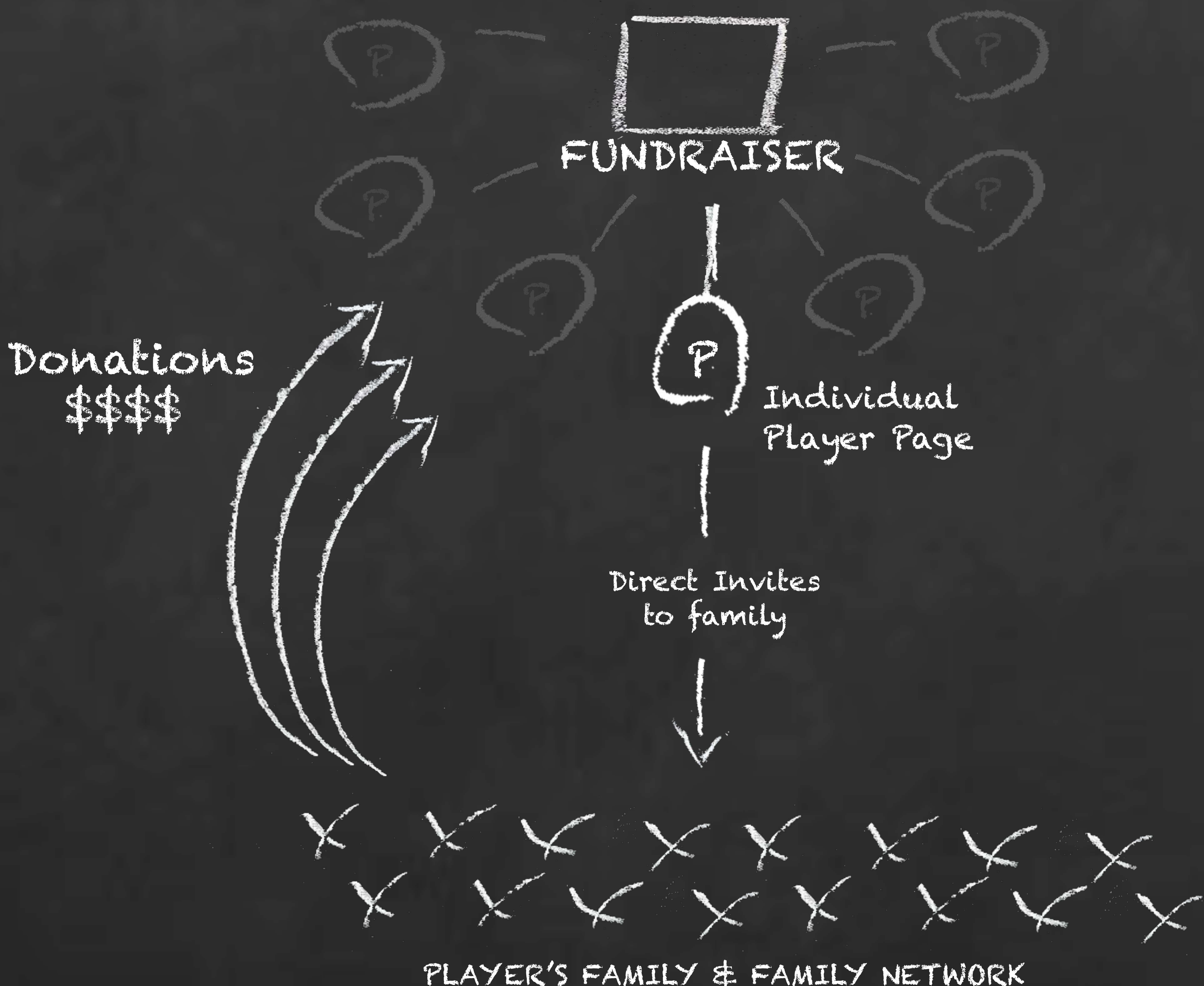


\$59,027
of \$50,000 goal

THE MARKETING PLAY

Get your fundraiser seen more effectively by crowd sourcing your players to market directly to their individual family networks. Each player receives their own personalized fundraising page and they send their family and friends invitations to support your fundrasier on our Launch Day.

This personalized methodology is proven to convert at a much higher rate, creating more personally connected potential donors. All player pages and individual goals contribute to the overall program's fundraising goal.



EXECUTION IS KEY!

Vertical Raise leads the industry in amount raised per campaign and net profit checks to coaches by combining multiple streams of donations for amazing results. We give family and friends more ways to support your program.

***Business
Sponsorship***

***Employer Donor
Matching Program***

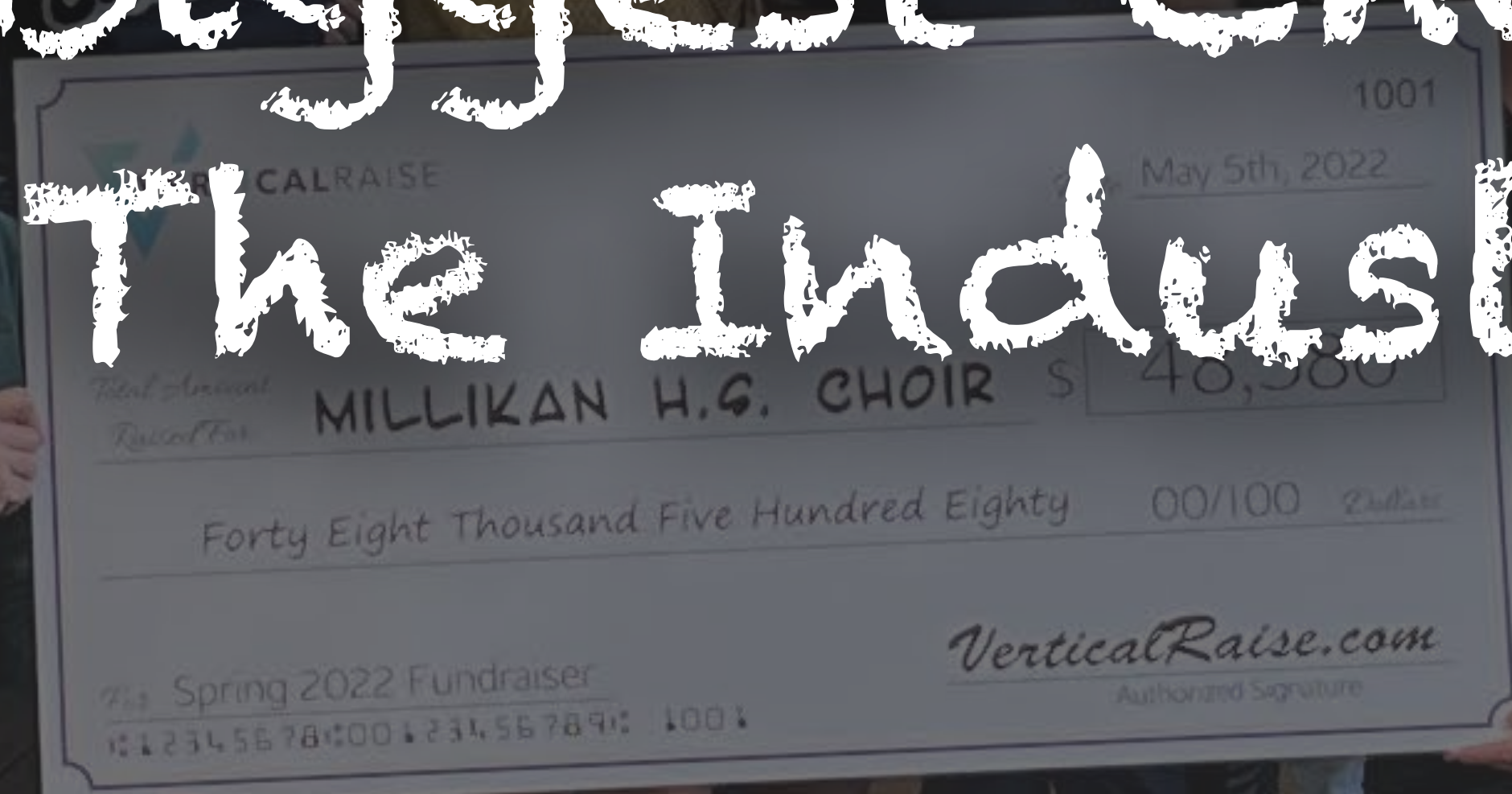
***Secondary
Fundraisers***

Social Media

Emails & Texts

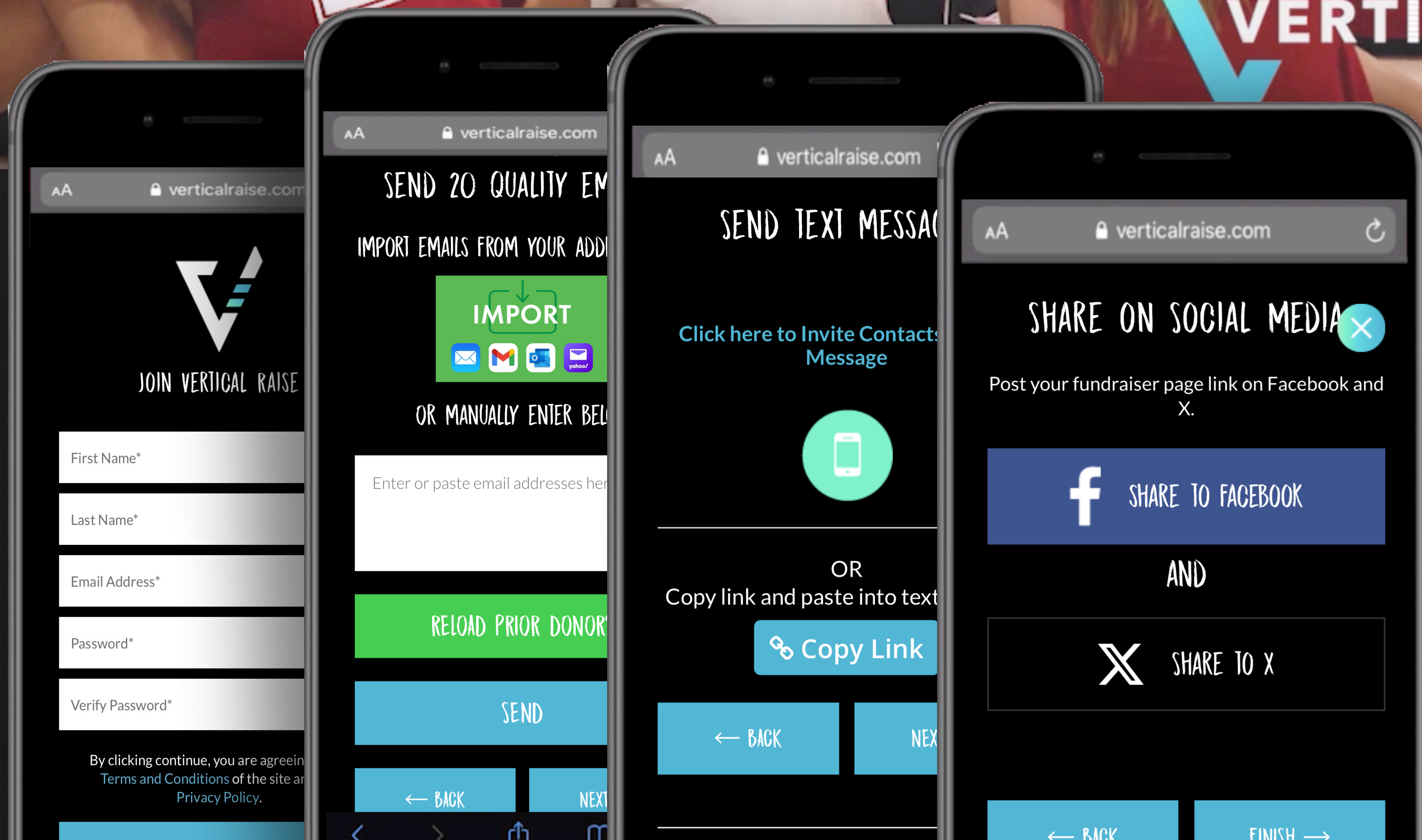


**\$\$ The Biggest Checks \$\$
In The Industry**



YOUR FUNDRAISING COACH

We care about your success! That's why we provide you with your own experienced Fundraising Coach to guide you through the entire process and advise you on all the tips and tricks to get the most out of your campaign. Your Fundraising Coach will help your group set up their profiles in the system, shoot and edit a fun and engaging promo video, and guide everyone on how to share your fundraiser with others in their family network through email, text message, social media and other team communication channels.



THE SCOUTING REPORT

We've built (and continue to build) our platform with a Coach First mentality. We make it simple to set up and get started, and deliver amazing results! Our coaches spend 30 minutes a year fundraising and the rest of the time coaching. Here are some of the many reviews from REAL COACHES across the nation.

S **Steve N.**
03/04/2021
★★★★★
Highly recommend for any team to raise funds with little to no action required by managers/coaches.
Customer Service 5/5

M **MB**
09/07/2021 , ID
★★★★★
Simplest and most successful fundraiser we've ever had.

J **Jeff V.**
10/11/2021 , MI
★★★★★
I never imagined we would raise the money we did and it was such an easy process!!

S **Steve**
09/16/2021 , NJ
★★★★★
Absolutely fantastic experience! Mike was great to work with! I would highly recommend VerticalRaise to any Coach as a fundraiser for his/her team!

B **Barbara**
10/29/2021 , CA
★★★★★
Vertical Raise fundraiser was easy and effective. It ran itself and didn't take a lot of parent time and resources. For the amount raised for our organization, we would definitely do it again next year. Our Vertical Raise representative did a great job giving us the details of how it would work and made it as easy for the parents as possible.

C **Coach M.**
10/15/2021 , CO
★★★★★
This was a very great experience that helped us generate funding for our program while not having to sell goods or deal with money. This is our third year using this program and has been the best fundraising tool in my experience.

W **W. T.**
1 day ago , MS
★★★★★
Overall experience: Excellent, 10/10-would recommend! The easiest, hassle-free way to run a fundraiser. Vertical Raise takes away the stress of running a fundraiser. Once you set everything up on day 1, the fundraiser runs itself. This was our second year to use Vertical Raise and we will continue to do it next year and into the future.

C **Carl B.**
3 weeks ago , CA
★★★★★
Vertical Raise is a very helpful and easy way to raise funds for our program, and for family and friends to help support our program. Thank you Verticalraise for all you have helped us to do.

Q **Queen C.**
10/07/2021 , AZ
★★★★★
This is the best platform for a fundraiser. Majority of the time we have to spend time and energy and MONEY to even start a fundraiser to sell stuff people don't want. I rather have my students work hard at what they are doing at school then selling door to door. Every person always asks "tell me what you need." Money. That is what all programs need. I have never raised less than 10k doing this fundraiser.

N **Noel Q.**
3 weeks ago , TX
★★★★★
2nd year and getting better. We doubled our earnings. Thank You Leighton and Vertical raise

K **Kauai H.**
10/21/2021 , HI
★★★★★
Our cross country team was able to raise more funds for uniforms and travel than we ever had in the past. Within the first 1/2 hour, we had \$1000.00 in donations! We were able to meet our goals within two weeks!

A **Amy J.**
11/08/2021 , TX
★★★★★
This organization didn't sell any consumer information. My rep was very professional and helpful with anything I needed. This was a simple and easy fundraiser. The software is very user-friendly.

R **Rob S.**
10/08/2021 , FL
★★★★★
The Vertical Raise fundraiser was very simple and convenient to run. They did all of the work setting it up and managing the athletes. We reached a lot of people in the community and it was a big success! I will definitely do it again!

To see all reviews, visit shopperapproved.com/reviews/verticalraise.com

SECONDARY FUNDRAISERS

Although our “Donation Only” fundraiser typically provides the highest net profit checks, we know that your program has many needs and additional fundraisers are sometimes necessary. That’s why we purchased a gourmet popcorn company and created a digital discount card to help you create a comprehensive fundraising plan for the whole year.

Your group will use their same login, profile picture and emails to reload prior donors and launch your secondary fundraisers with little effort and maximum results. No Longer do you need to use 3 or more different fundraising vendors during the year.



POPLICIOUS
gourmet popcorn

**Ships directly to the buyer.
No product handling.*

VERTICAL DISCOUNTS
digital discount card

GO DIGITAL

SPIRIT SHOP
customized team items

**Over 750k local and national reusable deals on restaurants, shopping, services, and more. Get residual income on annual renewals too!*

For more information on each secondary product, contact your Fundraising Coach.



FAQ's

We know you have questions, and very little time to research every platform out there. Here are some of the most frequently asked questions that program leaders ask.

Why should I consider an online fundraiser?

Save time and make more money! Online fundraisers have reach to ALL family members nationwide who may want to support. The average donation of online fundraisers are at least 2-3x that of product based fundraisers where you manage product or do in person events. After you successfully execute our online donation-only fundraiser, you can then explore Vertical Raise's secondary fundraisers like Digital Discount App, Gourmet Popcorn or Spirit Shops to form a fully comprehensive annual fundraising plan using just one vendor.

Why shouldn't I just use GoFundMe?

Fundraising sites like GoFundMe are great for one time "causal" fundraisers for sick relatives or emergency situations. However, groups who need funds annually raise at a much lower rate on GoFundMe and other similar platforms. In fact, we typically raise 10x more for groups compared to the year before when they've tried GoFundMe. We simply have a more advanced solution for you.

I've used competitors with online fundraisers before. Why is Vertical Raise different?

Great question! At first glance it may seem like all platforms are similar. This is far from the truth! Anyone can create a website today that has the ability to take in payments and charge a low rate to use it. Unfortunately, it will have no internal marketing behind it to get it seen and you will get what you pay for and leave thousands of dollars on the table. There is a formula and strategy to raising money and we have meticulously researched and built a system that takes advantage of all the latest trade secrets in one system. Our technology to do things like bypass email spam filters, let employers double donations, allow local businesses to contribute, and integrate donor technology like check upload and Google/Apple Pay for easier donations. Plus many other money making factors that our competitors overlook!

What is the business model for Vertical Raise?

Our top priority is delivering the biggest **NET PROFIT** check to you. We are PARTNERS with you during this journey and have a revenue split at the end with our customers. Vertical Raise doesn't make money unless YOU make money and there's no tiered system or hidden stipulations. Just a simple process to fundraise with a simple payout. You get what you earn, and we earn a percentage for all the tools in our system that market your fundraiser to raise more and save you time! Don't be swayed by bargain platforms that ultimately deliver less. Note: Donation Only, Digital Discount Card, Popcorn & Spirit Shop fundraisers rates vary. Contact your Fundraising Coach for more pricing.

Are family emails shared with anyone else?

Absolutely not! Other low % companies may sell your data as their revenue model, but Vertical Raise uses emails ONLY for the fundraiser itself and no other reason after the campaign ends. All invited donors can also opt out from emails at any time.

Is having a dedicated local VR Rep really that important?

YES! It's a huge difference maker compared to setting it up on your own. Or even having a remote rep from another fundraising company. We are fundraising EXPERTS that know all the little tricks. We will set up the campaign for success and visit your group in person to get the fundraiser started on day one and walk your entire group through signing up and sharing your fundraiser. After the launch, you can get back to coaching/teaching and the system will do all the work for you for the next few weeks.

Is Vertical Raise just an email system?

No. Although emails are very important foundation and have been proven to be the #1 tool which converts to donations, Vertical Raise adds other direct marketing channels like text and social media to get the word out everywhere. We also combine other revenue streams like business sponsorship and employer donor matching programs to best ensure maximum fundraising results in the end.

Some of our families are financially stressed. Should I exclude those players from the fundraiser?

No. Our system is designed so that EVERYONE can participate and share the fundraiser regardless of a family's finances. Vertical Raise is an "effort-based" system where each student puts in equal effort. It designed for extended family like grandparents and other relatives to help lessen the financial burden of parents. We regularly see extended family exceed the original fundraising goals.

How long does it take to get our check?

We know you need your money ASAP. After a fundraiser ends, we jump right into action to verify all donations and then cut and mail out your check. It usually takes 5-10 business days for a check to arrive to you, but we usually see it on the short side of that timeline.

For additional Questions, please contact your Fundraising Coach