



SmartRaise.com Online Fundraiser *Information Packet for Groups*

This packet summarizes the details of the SmartRaise program for school, charity, and community groups.

SmartRaise is a revolutionary fundraising program that allows such groups to earn money every time their supporters shop at over 200 leading online stores.

Best of all, SmartRaise is 100% free for groups. There are no risks or obligations whatsoever.

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SmartRaise: How it Works

For Groups:

1. A group leader visits SmartRaise.com and chooses to sign up his or her group. The entire process takes less than five minutes and any personal information collected is kept private and protected by a *TRUSTe*-certified privacy policy.
2. After registration, the group can be found on SmartRaise.com and potential supporters can choose to support this group when they shop online.
3. The group leader can log into SmartRaise.com to access free tools and advice on how to get supporters on-board. These include poster generators, letter generators, press release generators, and a free, easy-to-maintain website for the group.
4. Every time a supporter visits SmartRaise.com and shops at a SmartRaise partner store, the group earns cash back. The more supporters the group has on-board, the more money they can make!

For Supporters:

1. A supporter learns about the program from a local group, an advertisement, or a news article.
2. The supporter signs up for a free account at SmartRaise.com and selects his or her group of choice. Visitors can find groups by name or zip code.
3. Every time the supporter shops online, he or she starts at SmartRaise.com and follows the links on the site to find an online store. Every dollar spent at the store earns cash back for the group.

Free Tools for Groups at SmartRaise

At SmartRaise, we know that our groups are our greatest assets. As such, we do everything we can to help our groups raise money and recruit supporters.

Below are a few of the tools available for free to all new groups. (All of these are available from the SmartRaise Member Area, which is accessible when a group logs into SmartRaise.com.)

Group Website

A free website located at smartraise.com/yourgroupname. You can use this page to make it easy for your supporters to find and support your group on SmartRaise. It's also a great way to educate the world about your group.

Some of the website's features include:

- **Group Description:** A custom area for you to describe your group and its purpose
- **Photo Gallery:** An area for you to upload group photos and captions
- **Events Calendar:** An online calendar that allows you to list all upcoming group events
- **Favorite Stores:** An area for your group to feature up to 9 of its favorite SmartRaise stores. These stores appear on your group's website and will earn your group money any time visitors click on them and make a purchase (whether they are registered supporters or not).

Poster Generator

Automatically creates a Microsoft Word document that you can hang in your area to raise awareness about your group's SmartRaise campaign.

Letter Home Generator

Automatically creates a Microsoft Word document that you can distribute to your members and supporters to explain your SmartRaise membership.

Press Release Generator

Automatically creates a Microsoft Word document that you can distribute to local newspapers to help get more attention for your SmartRaise campaign.

Frequently Asked Questions

What's the catch?

There is no catch. SmartRaise makes everyone happy because it allows three groups in need to solve each others' problems:

- **Groups** who are in need of a free fundraising solution that doesn't force them to ask for donations or sell unwanted items to their supporters
- **Supporters** who want to help their groups but are tired of putting up with traditional fundraisers
- **Retailers** who are looking to build loyal customers and are willing to contribute to causes in exchange for business

Can I use SmartRaise alongside other fundraisers?

Yes—in fact, we encourage it. If you have traditional fundraisers that work for your group, you can use them to help get the word out about SmartRaise. For example, if you are selling candy or other items, you could also have your group members hand out SmartRaise flyers to everyone they approach. If you are hosting an event like a charity auction, you can use the event to announce your SmartRaise campaign and hand out information about the program.

How can I find out how much my group has raised?

The person who registered the group can log into SmartRaise.com at any time and view their group's current balance.

How does our group collect the money we have raised?

Any time your group has an available balance of \$50 or more, you can request a check from SmartRaise. The check will be mailed to your group within 7 days.

Are there any fees or hidden charges?

No. SmartRaise never deducts any fees from the money a group has raised. The amount you see in your balance is the exact amount you will receive when you request a check.

How does SmartRaise.com make money?

SmartRaise has an arrangement with our partner stores where we earn money for helping them generate new customers and sales. Note that these are the same events that earn groups money, as well. Because of this system, we only make money when our member groups make money—so it's in our interest to see every group succeed!

How long do we have to wait before our money is available?

The money earned from each purchase becomes available to your group approximately 60 days after the date of purchase. This delay is mandated by our partner stores to protect them from losses due to merchandise returns.

Can I track how much has been raised by individual group members?

Yes, you can track performance by supporter (or group member). When a supporter signs up, he or she is asked to specify a “display name.” They can put whatever they want (“Student 3”, “Bobby M.”, “Jane’s Dad”, etc.).

As a group, you can log into your SmartRaise account and use the “View Top Supporters” feature to see how much money has been raised by each supporter (they will be listed by their display names). You can therefore track individual group members by having each member tell their supporters to use display names that contain the group member’s name or ID number.

How do you know how much each group has earned?

When a supporter follows a link from SmartRaise.com to a partner store, that store knows that the user is coming from SmartRaise.com and later reports back to us how much they have raised for their group. We keep track of which users support which groups, ensuring that all purchases are allocated correctly.

Please note that supporters must be logged in to SmartRaise and follow a link from SmartRaise.com in order to raise money for their group.

Is my information safe?

Absolutely. We don't make money by selling information or sending SPAM e-mails. We only e-mail our members if they allow it in their preferences, and even then we only reach out with news and updates on how to use SmartRaise more effectively. Our privacy policy is certified by TRUSTe, an independent nonprofit focused on honesty and transparency in privacy policies.

Where can I get information to give my supporters?

Once your group is enrolled, you can log onto SmartRaise.com and use our free promotional tools to automatically generate customized posters, flyers, and letters to provide to your supporters. We also provide you with a free, easy-to-manage website where you can send your supporters. That site will explain how they can help your group raise money through SmartRaise.



List of Stores at SmartRaise.com

This is not a complete list. Please note that this is only a subset of the stores where your supporters can earn you money through SmartRaise.

oinkjets.com (18% reward)
1-800 CONTACTS (4% reward)
1-800-FLOWERS.com (5% reward)
1-800-PetMeds (6% reward)
123inkjets.com (14% reward)
4inkjets.com (12.5% reward)
4inkjets! (12.5% reward)
A and E Television Networks (3.5% reward)
AbeBooks.com (2.5% reward)
AC Lens (2.5% reward)
Acronis (7.5% reward)
Activa Sports (4% reward)
Aeropostale (2.5% reward)
Alibris (2.5% reward)
All-Ink.com (15% reward)
Alle's Fine Jewelry (4% reward)
Alloy.com (2.5% reward)
Alpha Omega Publications (10% reward)
Altrec.com Outdoors (3.5% reward)
Apple iTunes (2.5% reward)
Apple Store (1% reward)
Applian Technologies (12.5% reward)
Aramark (5% reward)
Armani Exchange (3.5% reward)
ArtBeads.com (5% reward)
Audible (7.5% reward)
AutoAnything (4% reward)
Baby Phat (3% reward)
BabyUniverse (4% reward)
Bare Necessities (4% reward)
Barnes and Noble.com (2.5% reward)
BBC America Shop (7.5% reward)
Bedford Fair Lifestyles (5% reward)
Bellacor (5% reward)
Birkenstock Central (5% reward)
Bits and Pieces, Inc. (5% reward)
Blair (4.75% reward)
BodyBuilding.com (5% reward)
Bowflex (3.5% reward)
Britannica (7.5% reward)
Brookstone (5% reward)
Brownstone Studio (5% reward)
Busted Tees (6% reward)
Buy.com (1.5% reward)
Cabela's (2% reward)
CafePress (7.5% reward)
Calvin Klein Underwear (3% reward)
Catherines (2.5% reward)
Championcatalog.com (5% reward)
CHEFS (2.5% reward)
Chefs Diet (2.5% reward)
Chocolate Source (5% reward)
Circuit City (0.5% reward)
CoffeeCup Software (10% reward)
CompUSA (1.5% reward)
Computer Associates (17.5% reward)
Converse (3.5% reward)
Cooking.com (3.5% reward)
Country Inns and Suites (2.5% reward)
Crown Awards (3% reward)
dELiA's (2.5% reward)
DelightfulDeliveries.com (3% reward)
Dell Home and Home Office (0.5% reward)
Diapers.com (1% reward)
Dickies (4% reward)
Disney Shopping (2.5% reward)
Dockers Shoes (3.5% reward)
Drs. Foster and Smith (1% reward)
DuracellDirect.com (4% reward)
Eastbay.com (2.5% reward)
eBags (4.5% reward)
eCAMPUS.com (2.5% reward)
Eddie Bauer (3% reward)
Eddie Bauer Outlet (3% reward)

Epson Store (2% reward)
 ESPN shop (2.5% reward)
 ESPRIT (2.5% reward)
 EssayEdge.com / ResumeEdge.com (10% reward)
 eToys.com (2.5% reward)
 Family Christian Stores (3% reward)
 FansEdge.com (5% reward)
Fashion Bug (2.5% reward)
 figleaves.com (4% reward)
Finish Line, Inc. (2.5% reward)
 Florsheim (3.5% reward)
 Flower.com (10% reward)
 FootLocker.com (2.5% reward)
 ForSaleByOwner.com (10% reward)
Fossil (5% reward)
 FranklinCovey USA (6% reward)
 Frederick's of Hollywood (3% reward)
FTD.com (4% reward)
 Fujitsu Computer Systems (1% reward)
fye.com (2.5% reward)
 Gaiam.com (4% reward)
GameFly (5% reward)
 Gardener's Supply Company (4% reward)
 Geeks.com (1.5% reward)
 GiftBaskets.com (5% reward)
GiftCertificates.com (2.5% reward)
GNC (5.5% reward)
GoDaddy.com (10% reward)
Golfballs.com (1% reward)
 Goody's Family Clothing (2.5% reward)
 GreatSkin.com (4% reward)
 HobbyTron (4% reward)
Hooked on Phonics (7.5% reward)
 Hot Topic (2.5% reward)
 House of Dereon (3% reward)
 ICE.com (3% reward)
 igourmet.com (5.25% reward)
 J and R Computer/Music World (2.5% reward)
 JC Whitney (4.25% reward)
 Jos. A. Bank (4% reward)
Jostens (1.5% reward)
 Journeys (3.5% reward)
 JourneysKidz (3.5% reward)
 Just Blinds (2.5% reward)
 Justdeals.com (1.75% reward)
 JustFlowers.com (9% reward)
 justmysize.com (4% reward)
 Karmaloop (2% reward)
KBToys.com (2.5% reward)
 Kodak (2% reward)
Kohl's (2% reward)
 Lane Bryant (2.5% reward)
 LegalZoom (7.5% reward)

LEGO (1.5% reward)
 Lew Magram (5% reward)
 Lilian Vernon Online (3% reward)
 Limited Too (2.5% reward)
 Limoges Jewelry (7.5% reward)
 Linens N' Things (1.5% reward)
 LiveAquaria.com (1% reward)
 Lobster Gram (5% reward)
 LuggageOnline (5% reward)
Macys.com (2% reward)
 Magazinline (10% reward)
 Maps.com (3.5% reward)
 McAfee, Inc (7.5% reward)
 Monterey Bay Clothing (3.5% reward)
 Montgomery Ward (4% reward)
 Mothers Work, Inc. (4% reward)
 Musicnotes.com (2.5% reward)
 My Wines Direct (6.5% reward)
NASCAR Superstore (2.5% reward)
NBAStore.com (3% reward)
 NBC Universal Store (3% reward)
 Neckties.com (5% reward)
 NewEgg.com (0.5% reward)
 NHL Interactive (5% reward)
Nike (4% reward)
 Northern Tool and Equipment (2.5% reward)
Office Depot, Inc. (1% reward)
OfficeMax (2% reward)
 onehanesplace (4% reward)
 Only Natural Pet Store (5% reward)
 Orange Glo (15% reward)
 Oreck.com (4% reward)
 Orvis (2.5% reward)
Overstock.com (1.5% reward)
 Overton's (2% reward)
 Panda Software (10% reward)
 Park Inn (2.5% reward)
 Payless Shoes (2.5% reward)
 PC Mall (1.5% reward)
 PCConnection/MacConnection (1.5% reward)
 Perfumania (5% reward)
 Perfumes.com (5% reward)
 Petals (4.5% reward)
PETCO Animal Supplies (4.5% reward)
 Peterson's (10% reward)
 PetFoodDirect.com (4% reward)
PetSmart.com (4% reward)
 Phat Farm (3% reward)
 Photos.com (Jupiter Images) (7.5% reward)
 Plow and Hearth (4% reward)
 PoshTots (2.5% reward)
 PosterCheckOut.com (12.5% reward)
 ProFlowers (4% reward)

ProGolf.com (2.5% reward)
 Proinkjets.com (13% reward)
 Prom Girl (5% reward)
 Puma (4.5% reward)
 Quicken (7.5% reward)
 Radisson Hotels and Resorts (2.5% reward)
 Reader's Digest Store (5% reward)
 Red Envelope (4% reward)
 Register.com (12.5% reward)
 Relax the Back (2.5% reward)
Restaurant.com (7.5% reward)
 RideGear (2.5% reward)
 Road Runner Sports (4% reward)
 Roaman's (2.5% reward)
 Rocawear (3% reward)
Rosetta Stone (7.5% reward)
 Roxio Software (5% reward)
 Rubbermaid.com (2.5% reward)
 Samsonite (2.5% reward)
 Sears Home Center (3.5% reward)
 Sears Room For Kids (3.5% reward)
 Sears Showplace (3.5% reward)
Sharper Image (4% reward)
 ShindigZ (5% reward)
 Shoebuy.com (8.5% reward)
 Shoes.com (8.75% reward)
 Shop At Home Television Network (4% reward)
 SHOP.com (1.5% reward)
 ShopNBC.com (2.5% reward)
 ShopPBS.org (5% reward)
 ShoppersChoice.com (3% reward)
 Shutterfly.com (3.5% reward)
 Sierra Trading Post (2.5% reward)
 SmartBargains.com (3.5% reward)
 Smith and Hawken (3% reward)
 Smith+Noble (4% reward)
 SmugMug (20% reward)

Spa Finder, Inc (3% reward)
 Speedo USA (3% reward)
 stacyadams.com (3.5% reward)
Staples (0.5% reward)
StubHub.com (4% reward)
Sunglass Hut/Watch Station (3.5% reward)
 Swell (3% reward)
Target.com (1.5% reward)
 Teacher Created Resources (5% reward)
 Telaflora (5% reward)
 Telebrands (10% reward)
 TGW: The Golf Warehouse (2.5% reward)
 The Container Store (3.5% reward)
 The Paragon (5% reward)
 The Pfaltzgraff Co. (3% reward)
 The Popcorn Factory (5% reward)
 The Walking Company (4.5% reward)
 The Wall Street Journal (17.5% reward)
 TheBabyOutlet.com (1% reward)
 ThinkGeek (3.5% reward)
TigerDirect (1% reward)
 Tool King (2.5% reward)
ToshibaDirect.com (1% reward)
 Tutor.com (25% reward)
 uBid.com (1.25% reward)
 Upper Deck Store (6% reward)
 US Search.com, Inc. (5% reward)
 VistaPrint (8% reward)
 Vitacost.com (4% reward)
 Wet Seal (2.5% reward)
Wilson's Leather (3% reward)
 Wine Enthusiast (3% reward)
 wine.com (2.5% reward)
 Woodwind and Brasswind (2.5% reward)
 Zazzle Personalized Gifts (5% reward)
 Zone Labs (7.5% reward)

Although changes are rare, please note that participating stores and reward percentages are subject to change without notice.