

THE GIFT CARD FUNDRAISING PLAYBOOK

Earn 5x More for Your Program



Introduction

From schools and churches to scout troops and sports teams, community organizations are our homes away from home. They connect us, motivate us, and unite us behind a common purpose.

But the places that support us also depend on our support. Fundraising is a critical lifeline for community groups and organizations, but it can also be challenging, especially in the chaos of our busy lives. When you think of fundraising, you might gravitate towards traditional methods like selling goods or planning events — which can be time-consuming, unpredictable, and require extra investments of time and energy.

Luckily, there's an easier way to run your fundraising program and increase your organization's earnings. Gift card fundraising is a simple, effective way to raise money — without spending more money. Earn up to 5x more than traditional fundraisers just through routine shopping.

Get ready to turn everyday purchases into unlimited earnings for what matters most.

Here's what you'll find in this guide:

- Discover how gift card fundraising works and why it's 5x more effective than other fundraisers
- See how other families are each raising over \$1,000 yearly, just through everyday purchases like gas and groceries
- Explore ways to maximize your gift card fundraising program using tried and true examples from other successful organizations
- Learn how you can get started with gift card fundraising for your organization in as little as 3 days.

Note: This guide is designed for individuals who help manage fundraising efforts for their cause or organization. Not in the role of a fundraising manager? You'll still discover valuable information here, but feel free to share this guide with those who oversee fundraising for your program.



50,000+
Organizations served



25 YEARS
Helping organizations



\$800+ MILLION
Funds raised

What is Gift Card Fundraising?

Gift card fundraising is the most practical way to fundraise. Imagine earning money from everyday purchases — gas, groceries, retail shopping, or dining out for dinner — and turning it into dollars for your organization. It requires less effort from volunteers or families compared to traditional fundraisers and doesn't require time-consuming planning, outreach, door-knocking, or solicitation.

How it works



1. BUY A GIFT CARD

You buy a \$100 Gap eGift card from RaiseRight with 14% earnings. Pay with your bank account, debit card, or credit card.



2. USE IT INSTANTLY

Your \$100 eGift card is delivered to your online RaiseRight Wallet instantly, ready to use or save for later.



3. EARN AUTOMATICALLY

With a 14% rebate, you automatically earn \$14 for your fundraising account. Way to go!



4. THANKS, GAP!

Your earnings come from the brand, so no extra money comes out of your pocket.

The Winning Formula for Fundraising

As a fundraising manager, you know that highly effective fundraisers must balance simplicity with engagement. The best fundraisers are flexible, accessible, and easy to manage while driving enthusiasm and support for your cause or organization.

Here's why RaiseRight stands out as the winning strategy for your fundraising goals.

Unlimited earning potential

With RaiseRight, there are no limits on how much money you can earn and no restrictions on what you use your earnings for. Want to make private school education more affordable by offsetting tuition for families? You can do that! Planning an end-of-season party for your sports team? Amazing! Want to raise funds for church renovations? Go for it! Need new marching band uniforms? You can make that happen with RaiseRight!

“RaiseRight has made it possible for us to afford our sons’ high school band experiences. I am so grateful that we have been able to **literally raise thousands of dollars** over the past six years.”

— LAUREN W.



The most hassle-free way to fundraise

RaiseRight is the **future** of fundraising. Break free from the challenges with traditional fundraisers, like event planning, outreach, door-knocking, or solicitation. At a minimum, running a gift card fundraising program requires just a few hours per month from 1-2 program coordinators.

Gift card fundraising also integrates seamlessly into life's daily activities. That means you and your families don't have to spend extra money to make money. And with RaiseRight available year-round, you can keep your fundraising efforts going 24/7, 365 days a year.

“Our hockey team introduced RaiseRight during Covid as it was difficult to fundraise traditionally. I love spending on everyday necessities and shopping trips while earning money for the hockey team. Thank you for making fundraising easy and fun — it is so convenient!”

— SUSIE C.



Easy earnings with everyday purchases

Fuel fundraising with everyday expenses, like gas and groceries. With 750+ popular, nationwide brands available, you can find a gift card for just about anything you need, with many brands offering higher earnings than typical credit card rewards. RaiseRight works for everyone in your program, no matter their lifestyle, shopping habits, or buying preferences.

“I was initially wary of RaiseRight, thinking it was too complicated for such a little payout. But I couldn't have been more wrong! Not only am I making money for my kids' band trips, but I'm saving money on things I already buy. I have even figured out ways to capitalize on the savings and put more money in my pocket, and ultimately in our kids' accounts. For example, I save 6 to 8% on groceries while collecting points through the store's promotion to save \$1 per gallon of gas. Then, I use another RaiseRight gift card to buy that gas, which stacks on another 8% in earnings. I've been a resource to others in our organization, making RaiseRight simple, organized, and effective for raising funds.”

— ANN H.



Earn anytime, anywhere

Order physical gift cards to swipe at your favorite retailers, or use the RaiseRight mobile app for instant, one-touch access to all your eGift cards. Your participants can buy or reload them with the tap of a button, and in most cases, funds are available on reloadable or eGift cards within seconds.

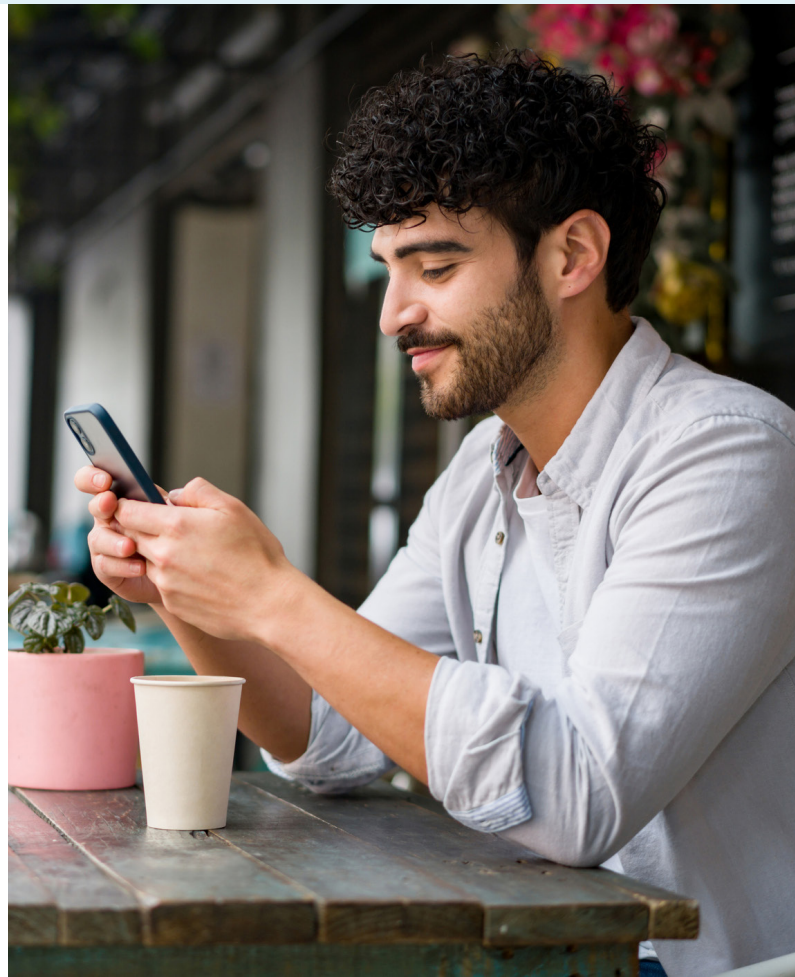
Whether you're standing in the checkout line, shopping on the web, or picking up the tab for dinner, you can raise money, even without advance planning. Give your participants the power to fundraise wherever, whenever, and however they want.

"I can pay for meals or purchases on the fly — even if I don't have my wallet with me. I can send gifts to family and friends in minutes, or purchase gift cards as gifts during the holidays or for birthdays. Or I send an eGift card to the kids while they are out with friends shopping, eating, or picking up dinner to bring home. All the while, I'm earning money that I can apply to my kids' favorite sport, figure skating!"

— LORI C.

Other benefits

- No setup fees or monthly management fees
- Earn up to 3x more when you choose both online and physical sales for your participants
- Choose to ship physical gift cards directly to families' homes or your organization's office for easy in-person pickup
- Track each family's fundraising contributions, so you can share performance stats and incentivize earnings



Everybody Wins with Gift Card Fundraising

With **no monthly program fees, no limits on your fundraising, and no restrictions** on how you spend or distribute your funds, it almost sounds too good to be true. You might be wondering: how does RaiseRight make money? And what's the catch? Those are fair questions, so let's go over how everyone benefits from gift card fundraising.



Brands

Your favorite brands love giving back to local communities. They also love gaining more exposure and earning your business!



RaiseRight

Brands partner with us to sell and promote their gift cards on the RaiseRight platform. They pay us a small portion of the gift card amount (less than a typical credit card fee).



Your organization

Once you start using RaiseRight, you can scale back on other time-intensive fundraising methods, like event planning and door-to-door selling. Hit your fundraising goals up to 5x faster, with less effort!



Your families and program participants

Now that you've got the ball rolling, your families can raise money effortlessly – for their kids' needs, or your organization's needs. There's no stress or strain on their budgets, because they're just allocating money to things they've already anticipated buying.

How to Make the Most Out of RaiseRight: 4 Actionable Tips

As the leader in gift card fundraising for over 25 years, we've learned some of the best ways to maximize your RaiseRight program, even in the face of challenges. In a moment, we'll go over some tips from RaiseRight fundraising managers at high-performing organizations.

First and foremost, we understand that gift card fundraising requires your participants to modify their behavior around payment methods. For your organization to see benefits, they have to reach for a gift card instead of their favorite credit card. However, RaiseRight gift card rebates range anywhere from 2% to 20%, with the average gift card offering 6% back to your organization. With those numbers, you'd be hard-pressed to find a credit card that can compete with RaiseRight.



We also know that monthly spending among families isn't always consistent, so the funds raised for your organization can vary month-to-month. In larger organizations with more participants, these variations are often less noticeable. A decrease in spending from one family is likely to be offset by an increase from another family.

Luckily, with some thoughtful program design and strategy, you can turn gift card fundraising into a powerful, predictable source of funds for your organization. Let's dive into four strategies that some of our most successful organizations use to earn big.

1. Start strong with a program launch plan.

It can take time for families to adapt to a new way of paying. So, make sure you provide ample resources and support to make a good first impression and inspire participants.

Visit the RaiseRight Coordinator Resource Center to download flyers, social media posts, email templates, and more to get your participants excited from the start!

Additionally, consider creating a week-by-week plan to help you hit some initial targets with your new program. Your goal is to encourage families not just to sign up, but also to make their first purchase, initiating the habit-building journey. Here's an example:

| Week 1 | Week 2 |
|---|---|
| Introduce the program to your families and share your organization's enrollment code so they can enroll. Show a live demo of how RaiseRight works and how easy it is to use. Help them sign up. | Continue promoting the program on social media or in newsletters. Shoutout any families who signed up and are already earning money. |
| Week 3 | Week 4 |
| Reach out to families who have yet to sign up and ask how you can help. Continue showing examples of how families raise money quickly and easily. | Consider offering incentives or contests to nudge non-participants towards signing up. Encourage families to shop brands on bonus to increase their earnings even more. |

Why it Works

Your participants are busy, and navigating a new platform can be daunting, even if it's as simple as RaiseRight. Removing barriers to entry, showing real examples from fellow families, and incentivizing use increases the likelihood that your participants will put in the effort to start.

2. Keep things simple at first, with gas, groceries, and your favorite coffee shop.

Encourage participants to start with things they buy consistently. Between the weekly grocery run, refueling pitstop, and morning coffee, earnings can add up fast! Additionally, many of these brands offer reloadable cards that can be replenished on-the-go through the RaiseRight app.

Once a family gets into the habit of using gift cards for the essentials, they'll find it effortless to use gift cards for everything else.

With 750+ brands available, it's easy to shop and earn with RaiseRight gift cards for most of your existing purchases.

Why it Works

The most successful organizations help their participants build habits around paying with gift cards. The consistency of gas and groceries helps families get off to a running start by reinforcing the habit early and often.



3. Experiment with offering physical and digital gift cards.

You know your organization better than anybody. Everyone has different lifestyles, preferences, and habits.

Our highest performing organizations offer families a variety of ways to purchase, so it's easy to meet participants where they are. Here are some examples of how you can flex with your program management:

- Encourage families to use eGift cards whenever possible for speed and convenience
- Sell popular physical gift cards at team meetings, church, or school events
- Promote the “ship-to-home” option during the holidays or other big gifting seasons.

Why it Works

Offering different options to purchase and use gift cards makes it easier for your families to adapt to RaiseRight, shift their paying behaviors, and start reaping the benefits sooner.



4. Offer and experiment with incentives for participation.

Reward your participants with benefits that directly impact them. Organizations that share 75% or more of their earnings with families raise significantly more than those that don't.

Consider decreasing the cost of uniforms and equipment, lowering tuition rates, or reducing fees for camp or a field trip. Or, try running promotions or contests periodically. Several programs find success with monthly raffles, where every gift card purchased enters a family into a raffle for a free gift card of their choice.

Try different incentives or contests throughout the year, and make sure you do the math so you're not giving away more than you're bringing in.

Why it Works

Sharing earnings, giving away prizes, or lowering costs and fees benefits participants directly, so families are more inclined to start using RaiseRight. Short-term rewards are a minimal cost considering that consistent use of RaiseRight by a family — month after month or even year after year — yields earnings that far surpass those rewards.



How to Get Started

Getting your RaiseRight gift card fundraising program started is easy, free, and only takes a few minutes.

- Visit RaiseRight.com and click the “**Sign Up**” button in the top right-hand corner.
- From there, select the option to **start a new program**.
- You’ll need some **basic information**, including the name of your organization, an address, and a little information about what you’re fundraising for.
- You will also need your **organization’s bank account info**, or a voided check. If you don’t have this information, get in touch with the person who manages fundraising or treasury for your group.

Why connect a bank account?

Connecting your organization’s bank account makes it possible for us to directly deposit your earnings.

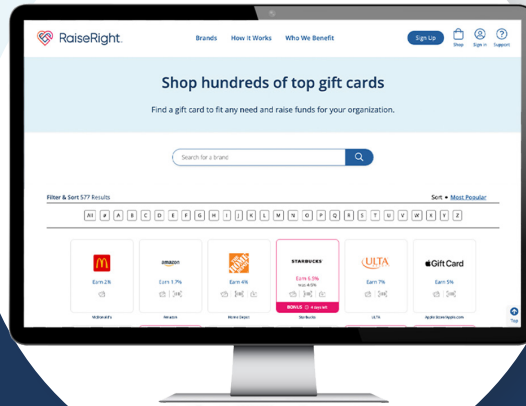
A direct connection also enables instant purchase of eGift cards, adding another layer of convenience for your participants.

Your peace of mind is our priority. RaiseRight leverages the same online payment security providers trusted by the top 10 online retailers in the country, so rest assured — your payment information is safe and secure.



RaiseRight™

Simply the right way to fundraise



Start a Free Program

Website

www.RaiseRight.com/Enroll

Phone Number

800-727-4715 Option 4

Feel free to leverage our amazing customer support team if you have any questions. They're here to help, and many of them are active program coordinators themselves, so they can give you extra insight on how to make the most of your program.

Happy fundraising!