



The TextNoMore Fundraising Initiative

Fundraising made simple. Save lives, save communities.



Greetings,

Imagine raising all the funds you need for that amazing school trip, the new team uniforms, graduation or prom, with a simple solution that saves lives and bring communities closer together in doing good. Thank you for taking a few minutes to explore how raising money for your cause with TextNoMore can not only be profitable, but incredibly simple and supportive of the values you hold dear.

Not just another product to sell, **TextNoMore** is a cause. It is something the school systems need and will become a favourite amongst your supporters. The businesses in the area will embrace our program and fair pricing. **TNM** prides itself on the solid relationships built with businesses who create, serve and provide quality products and services that support our lives and community.

Your benefits include:

- Incredible profits for your cause
- Time, energy and resource savings
- A product that is not trendy & “calorie free”
- Zero risk or cost to your organization
- Feeling great because your fundraiser meshes with your values and environment

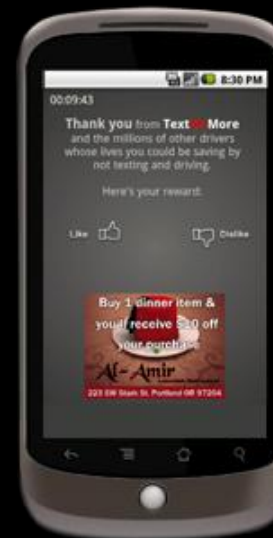
Fundraising

SIMPLE STEPS TO BIG PROFITS

- Determine the number of participants
- Set a time frame
- Plan a fundraising “Kick-Off Meeting”
- Run your fundraiser
- Place your orders
- Hold an “End of Event Meeting” and thank participants

TextNoMore is needed everywhere- saves lives and helps bring families back together.

Meet your fundraising goals with a product that is essential for everyone.



Tips for a Successful Fundraiser with TextNoMore

Publicize Your Campaign

- Have a campaign kick-off.
- Contact local media about your fundraiser via phone call, press release, or public service announcement.
- Encourage each member of your team to spread the word to family, friends, co-workers, and neighbors.
- Decorate your town with flyers and posters.
 - Bulletin boards in offices, grocery stores, malls.
 - Door to door
 - Mass mailings (if your budget allows)
 - Church bulletins
 - School or club newsletters.
- Run an ad in your community newspaper.



Write A Good Fundraising Letter

This should be a personal letter from your school and students- you'll have the most success if you sit down and write it, not if you copy it from someone else's letter or have someone else write it for you. Although it's a good idea to have someone who's good at writing review and edit it for grammatical and spelling errors, be sure that the content is written by you. Here are some good things to include:

- **Personal information** about your school, and why you have decided to partner with this program. Let them know what **TextNoMore** will do to help your school and **bring in new customers to their business**. It saves lives and helps find missing kids and bring them home. It helps their students to have a better future, and brings back vital programs that can break down infinite barriers and walls. Also helps pay for new equipment and school facilities. They need to understand that their money should be going to help their cause, not to some advertising company that doesn't give back to the local economy or community. Also let them know that \$50.00 of their advertising will be tax deductible.
- **Use colored** or off white paper. Cheap photocopies aren't nearly as appealing as a nicely formatted and printed letter.
- **Use a bullet format**, or different sections labeled distinctly. This makes it a lot easier to read over quickly. Bullets or sections could include: "Why they need to advertise?" "Why should you contribute?" "What does my sponsorship do to help?"
- **Make the letter** concise and to the point. Many people will not have time to read through your entire letter. Encourage them to call and talk to you if they would like to hear more.

Tips for a Successful Fundraiser with TextNoMore

When approaching a business, always speak to a “person.” This person should be the decision-maker. You don’t get nearly as good results if you call on the phone. A personal visit helps them to listen to you and to what you are saying. They are busy people and don’t always have the time to respond to a letter or phone call. Remember, potential businesses frequently have dozens of people soliciting advertising and are often forced to choose among them. They will advertise to the cause they think is most worthy, so be sure to present your causes in a way that clearly reflects its worthiness.

- If they tell you that they need time to “think about it,” YOU ask them when a good time to return would be. Then be sure to be there when you say you will.
- Start TODAY! Some businesses need time to talk to supervisors or managers in order to fit your request into their budget. Sometimes they may need a month or more to receive permission for your request. The sooner you begin, the easier you make it for the potential sponsor.
- Listen to your feelings. If you think of a business that might become a sponsor, visit them immediately. Don’t wait until tomorrow.
- Be ready to answer questions about the program. **Read all the TextNoMore** information that you have and that you are giving them. They may ask how their money will be spent. Be ready with that information.
- Be polite and express your thanks even when you are turned away.

Advantages of Sponsoring Our High School on **TextNoMore**

There are several advantages to businesses sponsoring your high school, and here are a few of those advantages:

- You are saving lives and helping to bring families back together with their missing loved ones.
- By subscribing to **TextNoMore** you are supporting our local high schools and in return the students, faculty, friends & family will be redeeming rewards at your business. Thus keeping dollars in the community and supporting local businesses.
- Your rewards are being seen by thousands of new customers all around the city, not just in your neighborhood.
- Because donations are tax deductible in accordance with applicable tax laws many businesses and individuals are happy to make contributions to tax-exempt organizations because it offers them significant tax advantages.
- It's a better solution to gaining new customers than Groupon or Living Social.
- Many businesses seek opportunities to improve their public image. Advertising that saves lives allows donors to demonstrate to the community that they are actively involved in helping others. This, in turn, gives them favorable publicity and generates greater interest in their business.
- Since **TextNoMore** is a service-oriented organization, donations to **TNM** or to its participants allow businesses and individuals to actively participate in a project dedicated to serving the community. Businesses may also receive valuable support from **TNM's** infrastructure should they wish to visit a high school that hosts an **TNM** program.

What TextNoMore literature should I give to a potential business?

Included in this packet is **media kit and subscription form**. You will need to make copies to give to potential donors. It's a good idea to make copies of the form on colored card stock. If possible, have the forms machine-cut; it creates the best impression and is rather inexpensive when done in bulk of ten or more. Remember, it is important to not only be familiar with the person you give these things to, but to explain what you will be doing with the funds as well. Don't presume that your letter will answer all of their questions.

Media Kit: <http://goo.gl/vcj62>

**Fundraising made simple.
Save lives, save communities.**



With TextNoMore's mobile & on-line campaign there is nothing to lose or misplace. Your fundraiser is just as simple and requires no minimum purchase.

Great profits for you, served with quality, integrity and service. We are delighted to support our local economy with a large majority of our businesses being small businesses.

We look forward to supporting your school and organization in your upcoming fundraisers. Please call for more information on how to get started in as little as 72 hours!

Warm regards,

Rodney Stearns
President/Founder
TextNoMore.com Inc.