

Dear Parents/Guardians,

This year we will be launching a Fundraising Campaign powered by eTeamSponsor to help us raise the necessary funds for our program. The information below is designed to help you learn more about eTeam’s system and how we will be using it. It’s important to share this information so you have a better understanding of how it works and more importantly how *easy & effective* eTeamSponsor is.

**What does eTeamSponsor do?** Campaign Fundraising. This is a common and very effective way to fund a program, by raising many small amounts of money from a large number of people, typically via the Internet. eTeam’s system allows us to invite people across the country to help support a worthy cause using today’s most common forms of communication (Email, Texting and Social Media). After they choose to donate to our campaign, a **Tax-Deductible Receipt** and a personalized **“Thank You”** will be emailed to them automatically on behalf of our program and your son/daughter.

**Why use eTeamSponsor?** Because of their results. Since 2010, over 2,000 schools nationwide have raised **Millions** using eTeamSponsor. Its unique 3 by 3 system (image below) is safe, effective & proven to raise the most money possible. Their team-approach to fundraising is easier, less time-consuming & more efficient than all other types of fundraising we do. And most importantly eTeam is the **only** fundraising platform that can legally provide a tax-deduction for every one of our supporters.



**What role will my son/daughter play?** On the Campaign Launch Date, your son/daughter will be asked to bring a list (provided by eTeamSponsor) of potential supporters to our meeting, so we can **spread the word**. The goal is simple: get our Campaign message in front of as many people as possible. Think of people who would want to support your son/daughter who live the furthest away first.

**Instructions for mobile device or computer (Parents encouraged to help)**

- 1) Text  the Campaign Link to his/her Family
- 2) Share our Campaign on Social Media  
- 3) Identify 20 supporters to receive a personalized  Campaign Email



**eTeamSponsor Privacy Policy & Terms of Service**

eTeamSponsor’s (eTS) has partnered with eSponsorNow.org (eSN) to offer the safest, most effective and proven method to raise money in the country. Programs are raising over **\$350** per participant nationwide who participate through Email, Social Media & Text. Both eTS & eSN are deeply committed to safeguarding you, your children, and your supporter’s privacy online. The terms of our agreement with your program clearly state the following:

- The eTS system will automatically send the supporters that you identify up to 4 emails over a 35-day period. Once a donation is made, they will NOT receive any further emails for the Campaign. Supporters can opt-out at any time in accordance with the CAN SPAM Act.
- eTS & eSN DO NOT share any information gathered within the scope of this fundraiser with ANY third-parties.
- All emails received by you and/or supporters are in direct relationship with our fundraising efforts, none are SPAM or third-party solicitations.
- All information gathered for the Campaign is encrypted using SSL technology, at the industry standard.
- eTS & eSN DO NOT store the supporter’s financial information (ex. Credit Card information, e-Check information etc.) what-so-ever.
- ALL donors will receive an immediate “Tax-Deductible Receipt” email from eSponsorNow.org on behalf of the program and the participant they supported. In addition, a personal “Thank You” email will automatically be sent 3 days after the donation was made on behalf of the participant.

**Questions? Call eTS at 888.842.8220 x102**



HOW IT WORKS

STEP 1

**Administrator = Create Automated & Branded Campaign**

*With the support of our dedicated team, you'll ...*

*Build your Branded Campaign & Review Instructions*



STEP 2

**Participants = Reach Supporters**

*Receive automated instructions via Text and Email ...*

*Share the Campaign by Email, Text & Social Media*



STEP 3

**eTeamSponsor's Automation At Work**

**Automated Instructions & Reminders:**

*To help motivate and remind your participants*

**Automated Email Campaign:**

*4 dynamic, personalized emails sent over 35 days*

**Automated Mobile Text Component:**

*Enables participants to send campaign links to supporters*

**Automated Campaign Page (with Video):**

*Promotes more engagement & sharing; helps raise 6x's more*

**Automated Thank You's & Tax Deductible Receipts:**

*Sent to every supporter, personalized on your behalf*

**Automated Accounting (with full Transparency):**

*All transactions are safe & secure (online, check & phone)*

**All supporters receive a Tax-Deductible Receipt \***

*Receive automated Thank You from Organization & Participant*

\* eSponsorNow.org is our registered 501(c)3 partner and institutes bank level security. Sponsor's credit card and personal information is NEVER stored or shared!



**Additional Questions?  
Contact the eTeam at:  
888-842-8220 x102**