



9540 S. Maroon Cir. Suite 100 Englewood, CO 80112

877-7-BELIEVE

www.BelieveKids.com

Why Believe Kids is the Nationwide Industry Leader for Digital & Traditional Fundraisers

Believe Kids started in 1998 with a technology-focused approach to fundraising and a commitment to continuously strengthen our brands and products to support education! That's why today, we have become the largest multi-service and product fundraising company in America.

For years, we've been moving our programs fully online including SpiritGearDirect.com, magazines, digital coupons and more. In 2019, many schools and groups running our fundraisers had 40-50% of their sales online. Our systems, processes, technology and team were built for online fundraising which is why you are in the best hands possible!

TECHNOLOGY

We have built 1,000+ technology features over the last 10 years to move fundraising online, maximize group profit, automate information, reduce sponsor workload and provide turn-key programs.

Key Tech Features:

- 500+ online items including exclusives & brand names
- Text-to-Pay (increases sales by 2X)
- Banners, images, etc. can be provided for your school/group website
- Share via Facebook, Twitter, Pinterest, email & text w/ custom student links
- Student/Parent Dashboard (contact upload tool + prize/sales/share tracking)
- Sponsor Dashboard (real-time sales reports, registration/sharing visibility & much more)
- Automated bilingual parent letter option
- Online donation option
- Tallied and Packed-per-Student™ software with teacher & student sorting options
- Student codes not required for supporters/shoppers
- Golden Ticket REGISTER, SHARE & WIN Campaign: Chances to win \$250,000 Cash Grand Prize + \$100,000 in Daily Giveaways for student and parents

SIMPLE FOR SPONSORS

- Online & shareable kick-off videos to instruct & motivate students/parents
- Sponsor guide + template emails + daily announcements
- Orders ship to home – No delivery day needed
- No order forms to collect (if online only sale)
- No money to collect = no bounced checks (if online only sale)
- ErrorCheck™ software (eliminates hundreds of volunteer hours to verify student forms)



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- In-depth fundraiser reports (emailed & sponsor dashboard)
- Automated BackOffice™ fundraiser scheduling and shipping system
- Student discrepancy reports
- Danger Zone Emails: Green, Yellow or Red notification emails letting you know if your fundraiser is ON or OFF track on days 4, 9 and 13 based on your goal and national averages

DOLLARS RAISED

- Our founders and management team are technology and datacentric leaders always analyzing product trends, industry buying patterns and online conversions. This results in perfectly balanced programs with diverse sets of products and categories that maximize PROFIT!
- Facebook fundraising shares increased 4.5X in 2019
- When supporters purchase online vs. paper order form, they spend 3X more
- Average sale per student: Increased 10 years in a row
- New Otis Ready-to-Eat program is EXCLUSIVE and fills a need for a non-frozen fundraiser
- Principal & PTA/PTO Challenge for competition, fun and goodies

CUSTOMER SERVICE

- 3 dedicated toll-free numbers for (1) Sponsors (2) Parents (3) Shoppers/Supporters
- Facebook Messenger customer service (2019 average response time: **14 Minutes**)
- Dedicated inside logistics team
- Extensive cold storage and local delivery network
- Dedicated SpiritGearDirect.com specialists
- Better Business Bureau Rating: A+

IMPORTANT: Online fundraisers are NOT just a shopping site to raise money. They MUST have a comprehensive marketing campaign with traditional components combined with the choice of virtual kick-offs, shopping & donating online, launch and share campaigns via email/text to parents and ship-to-home for supporters. The need for a scheduled two-week sale with catalogs, order forms, incentives, contests and online registration is still CRITICAL.

David Hammon
Believe Kids CEO