



Scrip Fundraising Guide

Managing a Successful Scrip Program with Scrip Pro

www.scrippro.com

How Scrip Fundraising Works

Scrip refers to gift certificates, or gift cards. Scrip Pro provides gift card fundraisers for schools, churches and other non-profits, who purchase gift cards from hundreds of merchants nationwide through Scrip Pro at a discount, and sell them to their organization's members at face value. The difference is your organization's profit. These are the same gift cards as you would purchase from the retailer itself.

School families and members of non-profit organizations love the scrip fundraising approach. Not only are they spared from becoming salespeople themselves, they also do not have to purchase any items that they don't want or need. They simply purchase gift cards and use them for what they normally buy - like groceries, restaurants, books, clothes etc.

So, no more peeler cards, gift wrap and chocolate candy bars. By using same-as-cash gift cards to make your normal purchases, you do not need to spend any extra money, AND your organization earns a percentage from every purchase you make!

How Much Can Your Organization Earn?

Because families are purchasing items using scrip that they would normally buy anyway, thousands of dollars can be raised for your organization without spending an additional penny. Here are some normal projections of revenue:

# of Families	Avg. Monthly Family Purchases	Avg. Yearly Family Purchases	Total Organization Purchases	Projected Profit At 5%
50	200	\$2,400	\$120,000	\$6,000
50	400	\$4,800	\$240,000	\$12,000
100	200	\$2,400	\$240,000	\$12,000
100	400	\$4,800	\$480,000	\$24,000
200	200	\$2,400	\$480,000	\$24,000
200	400	\$4,800	\$960,000	\$48,000

Getting Started With Scrip

Before beginning your scrip program, careful planning and promotion is needed to efficiently run the program and maximize your scrip earning potential. Below are some general steps to follow to ensure your success.

1 Recruit Volunteers and Select a Scrip Coordinator

- **Recruit Volunteers**
Organize a few volunteers that can help with the launching, promoting and processing of your scrip fundraiser.
- **Select a Scrip Coordinator**
Select one or two scrip coordinators that can oversee and perform the ordering and distribution process. These coordinators should be made well known as the "go-to" persons to answer questions about scrip.
- **Open a Scrip Checking Account**
A separate checking account for scrip allows for all deposits and withdrawals to be in one place, making it easier for balancing and security.

2 Enroll with Scrip Pro

Enrollment is free. Go to our [Enroll](#) page on our website to get started.

3 Determine Fundraising Goals and Tracking Procedures

- **Set Financial Goals and Determine How Profits Will Be Used**
Determine specifically how much you want to raise and how the profits will be used. Specific fundraising goals helps supporters identify with the program and get on board. Decide on whether to offer tuition credit for school families as a percentage of their total contribution.
- **Create a Custom Scrip Order Form**
Customize an order form that supporters can use to order scrip. See our [Tools and Templates](#) page for some downloadable scrip order form templates.
- **Use Our Free Software to Track All Scrip Program Data**
A good deal of data is needed to be tracked quickly and accurately. Scrip Pro's [free scrip software](#) is the most comprehensive scrip tracking system on the market and is integrated with your ordering.

4

Determine Your Ordering and Distribution Process

Some questions that need to be addressed are:

- Should we carry an inventory of scrip?**
 Decide on whether to carry on-hand inventory for most vendors, some vendors, or not at all. Carrying inventory for popular certificates will most likely increase sales because supporters don't have to wait for them to come in.
- When and where should all orders be turned in and picked up?**
 Determine day, time and place orders need to be turned in to be processed. Figure in the processing time and a day for pick up.
- How do we sort and distribute scrip orders to families once it arrives?**
 Determine an efficient way to distribute scrip, such as placing them in envelopes in alphabetical order, or sending them to classrooms for student pick up.

5

Promote Your Scrip Fundraiser

How can you promote your scrip fundraiser to your supporters to motivate them to buy scrip?

- Schedule Informational Meetings**
 Explain how the scrip program works to your supporters with details on goals, earning potential, ordering and distribution.
- Create Innovative Incentives**
 Offer the supporter something in return for purchasing a certain amount of scrip such as a tuition credit, a coupon for free scrip, or an item that is raffled off. Hold competitions between classrooms, and/or give staff all of their proceeds back. There are several ways to offer incentives - think of a unique way that applies to your organization.
- Expand Your Supporter Base**
 Encourage family and friends of the supporter to purchase scrip and apply any proceeds to the supporter (like for tuition credit). Remind business owners to use scrip to purchase business related supplies. Remember to purchase all school and parish supplies or other items using scrip!
- Be Visible**
 Keep supporters updated on the program's progress and their contribution totals. Sell scrip at sporting events and after-school activities. Create a monthly newsletter. Run ads in the parish church bulletin.

Ordering and Shipping Policies

Ordering Scrip and Turnaround Times

For best service, we recommend that all coordinators submit their orders online on our website at any time day or night. You may also submit your order by calling 574-968-0827. Customer Service hours are Monday-Friday from 9:00am – 4:00pm ET.

- **ORDERS RECEIVED BEFORE 1:00PM EASTERN TIME**
will be ready for delivery or shipment the **following business day**.
- **ORDERS RECEIVED AFTER 1:00PM EASTERN TIME**
will be available for delivery or shipment the **second business day**.

For example, if you place your order on Monday before 1:00pm (ET) with Overnight Shipping, it will leave our office on Tuesday and will arrive on Wednesday. If the order is placed after 1:00pm (ET) Monday, it will leave our office on Wednesday, and arrive on Thursday.

We always strive to ship your order as quickly as possible, so you may receive it earlier than expected. We will notify you by email if your order is shipped early.

Payment

Coordinator order payments are accepted via ACH (electronic debit) from the group organization's bank account. You can pay by check, however, we cannot begin processing your order until we receive your check. Because of this delay, we highly recommend using ACH. All payments must be received before shipment.

Please be aware that any ACH payment failure resulting from non-sufficient funds results in a \$25 fee, which will be assessed to the customer. As with any checking account, be sure the funds are available in your account before placing your order.

Shipping Your Order

All orders are shipped to your organization's normal shipping address via UPS, as we have negotiated special shipping charges with them. All shipping and handling charges are absorbed by the non-profit organization. Shipping times are based on when the order leaves our office, not when the order is placed (see 'Turnaround Times' above). You may choose from the following shipping options:

- **\$7.50 UPS Ground** - 1-5 business days, varies by distance.
- **\$11.50 UPS Standard Overnight** - Next-business-day delivery by 3 p.m. to most U.S. addresses; by 4:30 p.m. to rural areas.
- **\$13.00 UPS Priority Overnight** - Next-business-day delivery by 10:30 a.m. to most U.S. addresses; by noon, 4:30 p.m. or 5 p.m. in remote areas.

Return Policy

We realize that the circumstances may arise where a return may be necessary, or you ordered scrip by mistake. If this happens, please follow the return policy below:

- Approval must be authorized by Scrip Pro prior to the return, please call us as soon as possible at 574-968-0827.
- Returns must be received back in the Scrip Pro center within 30 days of the shipment date with:
 - a copy of the original packing slip
 - the return form provided by Scrip Pro
 - cards intact, in their original condition
- There will be NO charge or fee assessed for returning your items.
- All shipping fees for returns are at the buyer's expense, unless it is our mistake.

Lost or Stolen Certificates

Certificates purchased from Scrip Pro are cash equivalent. Unfortunately, lost or stolen certificates cannot be replaced.

Changing Coordinators

If your group or organization needs to change scrip coordinators, simply login to your existing account and click the "My Account" link to update your information. Please DO NOT re-enroll your group. And, as always, let us know if you have any questions. We are here to help you!

Promoting Your Scrip Program

There are many ways to increase awareness and motivate your supporters to buy more scrip. Because each organization is unique, only you can determine the best methods for success. Below are just some proven methods to increase your scrip participation.

Let Them Know Your Fundraising Goals and How Profits Will Be Used

- Make it clear to all your supporters what you hope to raise, and break it down per family so they see how easy it is.
- Use the profits for something that benefits the supporters (or their children) directly and that they can get excited about – such as new playground equipment, athletics, computers, books, special programs or ministries, and tuition credit.
- Allow supporters to choose where a portion of their profits are directed (our software can handle this automatically).

Carry Inventory of Your Most Popular Cards

- Consider having an inventory of Scrip available. Our most successful scrip programs carry inventory of at least their most popular gift cards, and it has consistently been shown to increase sales, because it's easy, there is no waiting, and no repeat trip to pick it up.
- Have consistent hours available each week where supporters can come and purchase the on-hand scrip. Sell on-hand scrip after Mass or church services, or at athletic or special events.
- Be sure to keep the scrip in a very secure location, with checks-and-balances to ensure accountability.

Increase Your Supporters

- Encourage all staff members to participate – teachers, administrators, office staff etc. Other supporters will follow, because the leadership is leading by example. Offer special incentives to them, like profit rebates to teachers to use toward their classroom supplies.
- Remind supporters that their relatives, friends and co-workers can also participate. If tuition credit is part of your program, non-tuition paying supporters can choose to designate their profits to go to another family that is paying tuition to boost their credit (our software tracks all this, too). Supporters that own businesses can also buy their supplies using scrip.
- Remember that your organization should purchase as much as it can using scrip. Everything from office and school supplies, equipment, computers, etc. can be purchased at a discount.

Publicize and Remind to Increase Participation

- Make it easy for your supporters to get a new order form each week. Include it in a school info packet that gets sent home each week, or distribute via the classrooms. Give them a new one when picking up their order. Have it available on websites. These reminders gently remind them to order every week.
- Have an option for supporters to fill out a recurring order form where they order the same thing each week or month. Then they just need to drop off the payment.
- Create a scrip newsletter, email or notice that is consistently sent monthly or quarterly. This lets supporters know of progress towards the goal, special promotions and incentives, or seasonal items and merchants, such as Back-to-School, Christmas, Mother's Day, Graduation etc.
- Print out and distribute family reports quarterly (using our software) that shows each family what they have raised so far in the year and the progress toward the overall goal. This serves as both a gentle reminder and as positive encouragement for what that family has contributed.
- Remind supporters that scrip is more than just grocery and gas, and highlight the larger discounts offered by restaurants and specialty retailers. Your profits can quickly increase.

Create Additional Incentives to Increase Participation

- Giving supporters credit toward tuition and fees is a proven effective incentive. A 50% credit with an average 5% return is still higher than most, if not all, credit card cash-back programs. It also creates goodwill. Make sure your credit percent is in line with your overall fundraising objectives.
- Hold a contest where prizes are awarded for the families who generate the most profit or purchases in a specific time period.
- Give away a free amount of scrip when families reach certain profit levels.
- For schools, you can hold contests by classroom where the classroom that generates the most profit get a pizza party or other prize.
- Create a 'Gift Scrip' certificate that supporters can purchase as gifts for their family or friends. The Gift Scrip can then be redeemed for any gift cards of choice at the scrip office.

Scrip Fundraising Has Arrived!

Dear Supporter:

A new and exciting fundraising program called 'scrip' is available at St. Joseph School. Now you can raise money without buying unwanted items, without selling door-to-door, and **with no extra cost to you**. Supporting our organization has never been easier!

How It Works

Scrip refers to gift certificates or gift cards. Our school is able to purchase gift cards from hundreds of retailers nationwide at a discount, which you can then buy at face value. The difference is our profit. These are the same gift cards that you would purchase if you went to the retailer directly. By purchasing these gift cards before you shop for your everyday items - like groceries, gas, clothes, restaurants – we raise money, without you having to spend a penny extra. It's just that simple.

Help Us Reach Our Goal

Our goals this year are two-fold: to help you reduce the cost of your tuition and fees, and to raise enough money for much needed upgrades to our student computer lab. With scrip, our goal is to raise \$24,000 in the next year. With an average profit return of 5%, if your family buys \$400 worth of gift cards per month you would raise \$240. If just 100 families can do this, we would meet our goal. **We will also apply half of what you raise toward your tuition.**

How to Participate

Simply return the attached order form with your check to the office by Monday at 9am. You will receive a new order form each week. You may pick up your order on Friday at the office.

We encourage you to take advantage of the wonderful benefits offered by this on-going fundraiser. If you have questions, please contact the coordinator at 555-1234. Help us exceed our goals, and thank you in advance for your support!

Sincerely,

Scrip Coordinator