

**Preferred**  
*Loyalty Solutions*



# FUNDRAISING

**Introducing Automated, Transparent and Accountable  
Fundraising for YOUR Organization! It's About Time!**



# The Checklist



**Take the checklist test to see if your non-profit organization can benefit from the Preferred Loyalty Solutions Fundraising program.**

- ✓ You desire a fundraising program that involves no upfront cost or expense.
- ✓ You like the option of not having to actually “sell” anything to friends, family or complete strangers.
- ✓ You would be interested in a fundraiser that runs constantly 24x7 all year round with little effort.
- ✓ Your organization likes the concept of getting paid by having fun and shopping / dining.
- ✓ You would like assurance the donation amount being paid is accurate and can be audited online anytime through a trusted 3rd party.

# Proprietary Fundraising Solutions



We are pleased to introduce our proprietary fundraising solutions designed to provide ongoing, secure and verifiable donations to your organization.

Here's how it works...

- We issue customized gift and rewards cards with \$50 to hundreds of dollars in value for every student, member or supporter. This is NOT 'buy one get one free' nor does the offer contain any gimmicks, this is a 'no strings' attached value to all of your supporters to get the ball rolling.
- Each time the card is swiped on a merchants credit card machine an automated donation of 2% to 5% of the amount spent is recorded and allocated to your organization (or specified group within your organization).
- We provide you with a special (unique) username and password known only to you to track spending, visitation and donations in REAL TIME! No more coupons, flyers, or other paper waste which is difficult to organize and impossible to verify.
- In addition to the donation, each cardholder earns a unique reward to help bring them back more often while showing appreciation and value for their business and support of your community. Every reward, donation, or communication is accountable and transparent down to the very penny!



# Fundraising: How It Works



- With your help, we will identify and contact merchants in your area that want to participate.
- Each participating merchant loads a value onto card. (20 Merchants = \$100 to \$200 of value).
- Distribute the cards to as many people as possible. They do not need to attend the school, be a member of the church etc. When these cards are distributed, each time they are used, a donation accrues and you can track with full accuracy and accountability in real time. Please note that you have the option to sell the cards or give to members and supporters for free.
- Once the cardholder spends any money, they will earn a cash back reward for themselves as well as a donation for your organization.
- You can track the donations and request payment monthly, quarterly, or whatever we might agree upon.



**Prairie Bay Grill**  
 (218) 824-6444  
 www.prairiebay.com

Monday 04/13/09 11:26 AM  
 Card #: 999999900  
 Dan Pogach

### Transaction Summary

Number	Type	Amount
090413005	Add Rewards	\$2.00
Sale Amount =		\$20.00

### Card Summary

Previous		Current
0.00	Gift Bal.	0.00
10.01	Reward Bal.	12.01

You have no Gift Value and \$12.01 in rewards remaining on your card.

### Fundraiser Summary

**10% Donation Rate**  
 You just earned \$1.00 for  
 Johnson Middle School.

# Automated Thank You Email



- The day after your members visit the merchant, they will receive a thank you email. This email will detail the cash back rewards and donation earned back to your non-profit organization after every sale.
- There is even an option to rank cardholders within the organization to encourage greater patronage (i.e. Top 10). This can be tied to prizes earned.

## SAMPLE THANK YOU NOTE - EMAIL

From: Preferred Loyalty Solutions  
To: maria7687@yahoo.com  
Subject: Prairie Bay Grill & Catering Reward

Dear Maria:

Thank you for visiting Prairie Bay Grill & Catering. As a quick reminder, you spent \$14.00 yesterday and we have added **\$1.40** to your rewards balance bringing your current total to \$9.50. You can redeem this balance anytime or let it build up, the choice is yours. Feel free to log in to [www.PLSRewards.com](http://www.PLSRewards.com) to check your balance and find other special offers which may be available to you.

We are also pleased to remind you as a result of yesterday's visit you also generated a \$1.40 donation to your school bringing your current donation total to \$27.90, keep up the great work.

Sincerely,

Prairie Bay Grill & Catering  
218-824-6444

# Complete Accounting Transparency



- Our fundraising system provides real-time transparency and accountability through a trusted 3rd party.
- Non-Profit leaders can login to their own private organization account at [www.PLSRewards.com](http://www.PLSRewards.com) to review donations and sales activity from their members in real-time.
- Preferred Loyalty Solutions will work with you and area merchants to jointly develop promotions.

## Johnson Middle School

Trans Count	Total	Card Count
32	\$45.58	100

Rank	Name	Donations
1	Daniel Smith	\$25.45
2	Rodney	\$22.31
3	Beverly Issacs	\$14.56
4	Mitch Green	\$12.55
5	Johnny Tesla	\$11.35

Merchant	Card ID	Customer Name	Type	Sale Amt.	Donation
Bud Bowl	901568890	Daniel Smith	Record Sale	\$10.23	\$1.02
Bud Bowl	901566992	Maria Kronos	Record Sale	\$32.15	\$3.22
Bud Bowl	901568966	Jessica Jones	Record Sale	\$18.75	\$1.88
Bud Bowl	901556763	Denise Miller	Record Sale	\$12.55	\$1.26
Bud Bowl	901566790	Jake Feldman	Record Sale	\$23.95	\$2.40

# Custom Card Design



Ask about creating your OWN exclusive fundraising and rewards card with merchant's gift value loaded directly on YOUR card! We can do just about anything which gives you the opportunity to...

- Brand the image and logo in the wallets of students, parents and supporters.
- Visual reminder to cardholders.
- Sponsorship opportunities from companies who desire to share their logo on YOUR card.



Everything is automated, simple, secure and accountable. We have many ideas designed to unify your entire community without HAVING to change behavior to help fund important causes in your own backyard!

# Fundraiser Responsibilities

All we ask in exchange for FREE cards and year round donations is your support to publicize the fundraising program inside your organization to get the word out to your group. This advertising may include some or all of the following based on mutual agreement.

- Newsletters
- Email Campaigns
- Mobile Text Messages
- Posters
- Meeting Presentations
- Telephone Calls



**Interested?**  
Call us to get started  
making money!

**Preferred**  
Loyalty Solutions

