

*Funds for Education*TM

Project Promotion Guide



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Affiliate Network

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Prepare

(definition: to put oneself in readiness)

1. Get acquainted with ***Funds for Education (FFE)***. Review the FFE PowerPoint provided by your Adviser to better understand the FFE process and benefits. If you have any questions at all, email Chad Foster at chadwfoster@att.net a.s.a.p. We are here to help and no question is a silly one. We want you to succeed so please do your homework!
2. Go through the FFE contribution process a few times yourself (up to payment step) to get familiar with process. To do so, simply go to your state organization home page and click on the *Funds for Education* icon. You will want to be very familiar with the procedure so you can present it to prospects as a simple and quick 4-step process of contributing.
3. Become very familiar with the FAQ list below.

Frequently Asked Questions

Q - Do the Hotel Cards expire?

A – The Hotel Cards will expire one year from the date they are issued.

Q - Can I use more than one Hotel Card on a single trip?

A – Only one Hotel Card may be used per reservation.

Q - Will I get an actual card in the mail?

A – No, you will be sent an email immediately after making contribution that will include the Hotel Card number and a link for activating that card. If you choose to ‘gift’ your card the ‘gift’ recipient will receive that information.

Q - Does the Hotel Card have to be used when it is activated?

A – No, the Hotel Card can be used anytime after activation prior to expiration.

Q - Can I use the Hotel Card to book any hotel listed on Expedia.com?

A – Yes, any of the 130,000 hotels available can be booked through the Expedia Affiliate Network, subject to availability.

Q - Is Expedia my only option?

A - Yes, the *Funds for Education* program is powered by the Expedia Affiliate Network

Q - What percentage of my contribution will go to the _____ chapter?

A – Thirty percent of all contributions will be sent directly to the _____ chapter.

Q – Are there any restrictions when using the Hotel Card to book a hotel reservation?

A – Yes, when using the \$75 and \$100 cards there is a minimum two-night stay required.

Q - What credit cards can be used when making a contribution?

A - VISA, MasterCard, American Express, and Discover can all be used.

Q - Is my contribution tax deductible?

A – No, since you will be receiving a ‘gift in kind’ (the Hotel Card) in return for your contribution.

Q - Can I ‘gift’ the Hotel Card to someone else?

A – Yes, you will have an opportunity to do that when you make your contribution.

Q - Can I contribute any amount I want to contribute?

A – You will have four contribution options with *Funds for Education*:

\$20 contribution for a \$25 card

\$40 contribution for a \$50 card

\$60 contribution for a \$75 card

\$80 contribution for a \$100 card

Q - What is the best way for me to share this information with friends and family?

A – Please ask them to go to our state __CTSO__ home page at www._____ and click on the *Funds for Education* icon.

Q - Can airline and car reservations be made at the same time I am making my hotel reservations with the Hotel Card?

A – Yes, as long as there is a hotel reservation in the package your Hotel Card value can be applied to the total package.

Please do include airline and car rentals whenever possible because our _____CTSO_____ chapter also gets a contribution from *Funds for Education* based on all of your travel expenditures booked through *Funds for Education* / Expedia Affiliate Network.

Q - Does the money I contribute to your local chapter or to the state organization?

A - All monies paid to us by *Funds for Education* go directly to our local _____CTSO_____ chapter.

4. Be prepared for prospective contributor questions before they are asked. Equally important, be prepared to say “I don’t know the answer to that question, but I will find out and get back to you with an answer”. Refer to FAQ page to become familiar with common questions.

5. Create business cards for yourself with your name, email address, and student organization website address on the card. If you have a student ID number for your *Funds for Education* fundraiser, include that on the card as well as the name of your local chapter. Ideally, these cards should be specifically for the *Funds for Education* fundraiser.

6. Develop *Funds for Education* flyers on your computer that can be handed out and/or emailed to prospective contributors. Never leave home without them! You just never know when you will cross paths with someone who can help and/or someone who knows someone who can help your cause. Remember, if they travel...they can help.

Make sure your student organization website address and your local chapter name are on all flyers. The flyer can be used for hard-copy distribution as well as electronic distribution.

7. Memorize your student organization website address in case you do not have flyers in hand and ALWAYS provide the website address and the name of your local chapter in writing to the prospects. Don’t expect your prospects to remember your website address. That information can easily be added to your business cards.

8. Develop a short PowerPoint that clearly demonstrates the clear benefits and simple process of the *Funds for Education* program. That PowerPoint should be attached to every FFE flyer you send out via email. The PowerPoint should include 6-8 slides:

Slide #1 - Introduction to *Funds for Education* including the association with Expedia.com

Slide #2 – Transition slide that states how easy it is to contribute to your organization.

Slide #3 – Screen shot of your Student Organization Home Page with *Funds for Education* link shown on page

Slide #4 – School/Chapter selection page

Slide #5 – Contribution Amount page ideally showing a \$40 contribution. This page should also show Hotel Card ‘gifting’ option.

Slide #6 – Payment page

Slide #7 – Confirm email example page

9. For your flyer and email presentations, try to get an endorsement from your school principal and/or local business people to include in your presentation. Also, once you have secured a few contributors, ask them if they would mind being used as a reference for you and for *Funds for Education*.

Keep in mind, the contributor you use as a reference could easily be your grandfather or cousin - who cares - as long as they are legitimate FFE contributors and will serve as a good, enthusiastic reference!

10. Keep your PowerPoint presentation and flyer on a flash drive so you can use it anywhere, anytime...even if you don't have a computer with you.

11. Be fully prepared to explain to all prospects exactly what your student organization does and how they do it. Be prepared for the question, “How will the money I contribute to your student organization be used?”

Prospects

(definition: something in view as a source of profit)

1. Develop your prospect list and keep it organized. Document when you meet with and/or contact each prospect. Make notes about each conversation and set a follow-up date on your calendar. Try to update/add to your list of prospects each day.

Face to Face Presentation List – this list should include parents, teachers, coaches, friends’ parents, in-town relatives, parents’ friends, church/synagogue members, employer, neighbors, school business partners, etc.

Email List – out of town relatives and friends, out of town parents’ friends, parents’ co-workers, all social media ‘friends’ / contacts and their parents.

Social Media Networking – ask all social media contacts to please share your info about *Funds for Education* with all of their ‘friends’/contacts. Remember, anyone who travels, even once each year, can help you and your student organization.

2. Think Global. One of the greatest things about *Funds for Education* is that there are NO geographic boundaries when it comes to prospective contributors. Your uncle in Kentucky might work for a company that has 1,200 employees. He could share your flyer or PowerPoint with all of those employees with one click of his mouse!

Present

(definition: the act of making one aware of something)

1. My __CTSO__ chapter needs to raise funds to (go to conferences, help tornado victims, etc.). We need help and if you travel, even one day per year, you can be a big help to us.

We don't want you to buy any more stuff that you don't need and won't use so we have partnered with Expedia.com to offer an innovative approach for you to support our chapter.

In return for any contribution to our __CTSO__ chapter we will provide you with a Hotel Travel Card, for an even greater value than your contribution, which can be used at 130,000 hotels and destinations worldwide through the Expedia Affiliate Network.

** Remember to remind all prospects that they can use the Hotel Cards themselves or they can 'gift' the cards to friends, family, employees, co-workers, etc. It is ideal for birthdays, holidays, company rewards, graduations, etc.

2. When explaining FFE, try to always use the \$40 contribution as an example as that amount will generally be covered with a one-night hotel stay. Your contributors will get a \$50 card for their \$40 contribution.

Script example:

If you will make a \$40 contribution to our __CTSO__ chapter through our Funds for Education website you will receive a \$50 Hotel Gift Card that can be used at more than 130,000 hotels and destinations worldwide through the Expedia Affiliate Network. Our __CTSO__ chapter will then receive 30% of your contribution, or \$12.00. You have several levels of contribution options - \$20, \$40, \$60, or even \$80. In every case, you will get a Hotel Gift Card worth more than your contribution.

3. Approach your local Chamber of Commerce, Rotary Club, Kiwanis Club, etc. to ask for their support. They could include your program in their newsletter or, even better, they could let you present at one of their meetings. At the very least, they could make all Chamber Members (businesses) aware of the *Funds for Education* program and encourage them to all use *Funds for Education* when they travel. Be sure to leave flyers with them for distribution.

Approach local businesses and ask for their support. You can leave several flyers with a local business and email an electronic flyer to them so they can share the flyer with all of their employees. Follow up!

4. Look into presenting at your school's PTSO meetings. Most parents in town will be thrilled to hear about an option of support that does not require them to buy something they really don't need and probably won't use.
5. If you are making a presentation in person and you have access to a computer take the prospective contributor through a 3- minute demo of the *Funds for Education* process. Go to your student organization home page and click on the *Funds for Education* link... then follow the process all the way up to the payment page.
6. Remember to always promote the fact to prospects that they will get a premium on any contribution they make...Contribute \$40 and get a \$50 Hotel Card that can be used at **130,000** hotels and destinations worldwide through the Expedia Affiliate Network.
7. Set personal goals. Goals can be 'contributions' goals and/or a goal of some number of contacts made with prospective contributors. Make sure you work hard to meet those goals and remember you can't wait until the last day of the month to try to meet your goals.

Example

Commit to email 30 flyers/PowerPoint presentations each week.

Commit to personally visit 2 businesses each week.
Commit to personally talk to 6 people each week about FFE.

Goal: Secure one (1) contributor each month that will use at least two (2) hotel cards over the course of the next year.

** Depending on where you live, you may set higher/lower business visit goals or higher/lower email goals, etc. The bottom line is simple. The more people who hear about *Funds for Education* the more contributions you will generate.

Pitch

(definition: to begin to work on vigorously)

1. Pitch Local Media – This is a unique, innovative strategy for raising funds and thus the story may well be of interest to the local media in your area. The local newspaper, radio station, and/or television station can be a huge help. Prepare to pitch the idea by creating a one page Media Release announcing the launch of your *Funds for Education* program. Be sure to get your school newspaper to do a story on *Funds for Education*.

See Sample Media Release Next Page

Virginia FBLA partners with travel giant Expedia

to launch *Funds for Education* fundraising strategy

For Immediate Release:

Contact: Sandy Mills smills@lfcc.edu

“Everyone travels...and if they travel they can help.”

That’s the latest motto for members of Virginia FBLA, a prominent national student organization, as they launch their newest fundraising initiative. *Funds for Education*, a partnership with travel giant Expedia, enables FBLA students to provide supporters with something they need and something they will use in return for their generous contributions.

This 21st century fundraising strategy is in stark contrast to traditional fundraising programs that ask supporters to purchase products that are often not needed and typically not used. Now FBLA supporters can contribute to the highly respected student organization simply by purchasing the Hotel Travel Card powered by travel the Expedia Affiliate Network.

A simple four-step process, completed electronically, provides FBLA supporters with a Hotel Travel Card that can be redeemed for lodging at any of the 130,000 Expedia hotels and destinations worldwide. A substantial percentage of the supporter contribution is paid to Virginia FBLA and as an added bonus the supporter receives a Hotel Travel Card with a value even greater than the amount of his or her contribution.

In addition to providing something to supporters that they do need and will use, the electronic implementation of the *Funds for Education* strategy also removes all geographic boundaries that limit most traditional fundraising approaches. Aunts, uncles, grandparents, cousins, friends of parents, social network ‘friends’, etc. can now contribute from anywhere in the world.

No inventory. No paperwork. No product delivery. No money collection. No geographic boundaries. For Virginia FBLA, *Funds for Education* just might be a real ‘No Brainer’.

Follow Up

(definition: an action that serves to increase the effectiveness of an earlier one)

1. When you become aware that an individual has made a contribution to your student organization through *Funds for Education*, follow up a.s.a.p. with a thank you note, either hand-written or via email. Try to avoid texting your thank-you notes.

Soon after sending your thank-you note (a day or so later) check back in with the contributor to see if they might introduce you to another prospective contributor. Next, put the contributor into your database and on your calendar for follow up every few months to thank them again and encourage them to use *Funds for Education* whenever possible.

The re-connect communication should include an update on the activities, etc. of your student organization. This is the basic process for you to build your contributor database and then network with contributors for additional contributions and for other prospective contributors.

2. Follow up...Follow up...Follow up! Polite, short emails to check-in with prospects are always a good idea. Something as simple as, “Any plans to travel anytime soon? If so, please consider using *Funds for Education* when you do travel. Our _____ website address is _____ and we could really use your help. Many thanks.” Attach your flyer and PowerPoint again even if you have sent it before.

After you have done everything in this manual...go back and repeat again, and again, and again!! Good luck and safe travels!