

SCHOOL CLUB

r e w a r d s [™]

2009 Program Participation Guide



SchoolClubRewards™ Program

Every time you shop.

The SchoolClubRewards™ Program, a community enterprise, works like other loyalty programs, except it allows program participants, faculty, friends and family, through their every day purchases, to earn rebates that benefit educational (schools, school clubs or school athletic) programs.

Citizens (shoppers) can capture a percentage of whatever they spend through participating retailers by first visiting **<http://SchoolClubRewards.com>** when making online purchases.

The SchoolClubRewards™ Program is a no-cost, hassle free way for citizens to generate rebates and redirect those rebates to their favorite schools, school clubs or school athletic programs.

SchoolClubRewards™ Network

National and Local retailers support their community by participating in the SchoolClubRewards™ Program.

- **Participating retailers** offer a rebate on every dollar spent when citizens make in-store purchases. Currently, there are over 600 top-name retailers participating and more are joining every day.

How it Works

SchoolClubRewards™ Rewards and SchoolClubRewards.com™ are simple and powerful programs, designed to generate income for your organization everyday, all year 'round—and it's FREE!

The SchoolClubRewards™ Program helps you tap a new source of funding—those local businesses and national online retailers who are willing to pay a rebate on virtually every purchase. There are over 300 participating top-name local & national retailers.

Encourage your supporters to direct their everyday purchases through these retailers and start realizing the value from your supporters' purchasing power today.

It sounds simple, because it is!

Here's how it works for Schools, School Clubs or School Athletic Organizations

To capture a percentage of and online sales:

- Look for your school, school club or school athletic organization on the website. If it isn't there, submit it (is FREE!)
- Distribute The SchoolClubRewards™ materials (free on the website)
- Direct your supporters to <http://SchoolClubRewards.com>™

For your Supporters

Visit <http://SchoolClubRewards.com>™ when making online purchases.

1. Select your community.
2. Choose your favorite local organization.
3. Go shopping!

No Hassle. No Registration. No Cost, Merchant Funded Rewards.

Participation Benefits

More awareness means more funding— With the SchoolClubRewards™ Program, you're not alone in advocating for your program's yearly financial needs. Through local promotions and citizen initiatives, SchoolClubRewards™ Rewards encourages all citizens to utilize this effortless and effective Program. In doing so, citizens must choose an organization (a school, school club or school athletic program) to support, and this is a wonderful opportunity for your organization to attract new supporters and bring your funding needs to light.

Fewer solicitations— You can be assured that your list of contributors will not be shared or sold unlike other fundraising mediums. The SchoolClubRewards™ Program is registration and hassle free.

Earning Potential

Online sales— Online shoppers are expected to spend approximately \$750 per year (or \$62.50 per month) ¹. Based on an average commission rate of 8%, each will generate \$60 for your school, school club or school athletic program per year. If only the same 2 people shop online every month, they will generate \$120 per year for your school, school club or school athletic program. If on average 50 people (any) shop online every month, they could generate \$250 per month or \$3000 per year. For a school with 1000 parents, 50 represents 5% of the population, and that doesn't take into consideration family, friends, etc. By now I am sure you can see the potential. There is no cap on earnings, so there is no limit to your funding potential.

Not Seasonal— Since the SchoolClubRewards.com website is open 24 hours a day, 365 days a year, your schools benefit of the rewards even when school is not in session.

In addition— It is safe for the students— door to door sales or contacts are not required; flexible- a shopper can benefit one school on one purchase and another school the next time; private & secure- we don't collect any data.

Tools— The SchoolClubRewards™ Program provides you with many turnkey templates that you can download right from our site, including; a press release, e-mail blasts, letters, brochures, flyers, and links to your organization's shopping page.

Note 1: "...UK web shoppers are expected to spend an average of \$1,060...online this year, compared with \$755...for the average US online shopper..." 12/2008 Source: <http://www.catalog-biz.com/detailedinfo.aspx?DocID=1258>

Getting Started

- Capture a percentage of online sales at hundreds of world class retailers by submitting your organization to <http://SchoolClubRewards.com/communications/submit-organization.htm>

After we post you organization, you can visit our online resources page to download many turnkey templates to help you get your Program started.

Spread the word about your program

By uniting with other citizens in a collective action you can significantly increase the impact and effectiveness of the SchoolClubRewards™ Program for your organization.

- Ask your supporters to send an e-mail blast to their friends and family to introduce them to your shopping page. You can even customize a hyperlink or they can use our handy “Tell a Friend” link to send an e-mail invitation.
- Post a banner or link to your SchoolClubRewards.com shopping pages on your website.
- Print out flyers and brochures about your shopping pages to hand out at your next event.
- To ensure the success of your funding campaign, it is imperative for you to communicate often with your supporters about your Program. Provide links to your SchoolClubRewards.com™ shopping page in your newsletters, and include simple reminders on all other printed material.

Business Practices

Rewards Network- It's not easy to become a partnering retailer in the SchoolClubRewards™ Rewards Network. We hand-pick our partnering retailers and choose only those who are well-respected and who offer quality products.

Spam-free- Absolutely. Remember, the SchoolClubRewards™ Rewards Program does not require registration to participate. However, we do offer our visitors the option to receive our newsletters and enter Promotions . SchoolClubRewards™ fully embraces and endorses all anti-spam regulations.

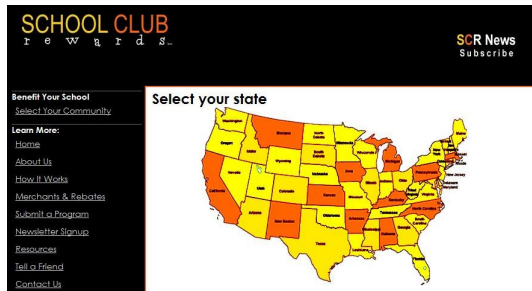
Business entity- SchoolClubRewards™ is a *for-profit* community enterprise; a *business that benefits the community*. If we had chosen to be a non-profit entity, our programs would only benefit tax exempt or tax deductible organizations. As a *for-profit* entity we are free to support any educational program listed on SchoolClubRewards.com regardless of tax status.

SchoolClubRewards™ Program empowers citizens to use their purchasing power to revitalize local educational programs in their communities. We encourage participation through local citizen initiatives, and serve the community with the highest degree of stewardship and accountability.

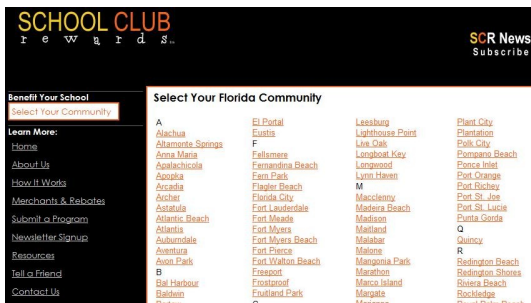
Income— Approximately 50% of income before taxes goes directly to educational programs. Our administrative costs support an effective funding strategy for the community and educational organizations we serve.



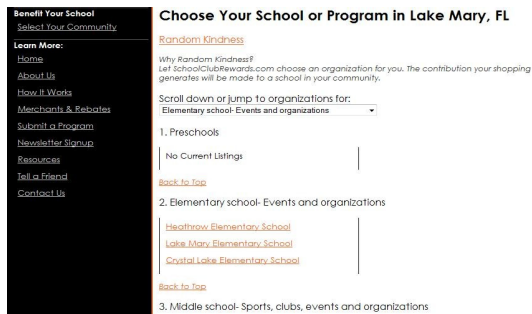
Screen Shot
Home Page



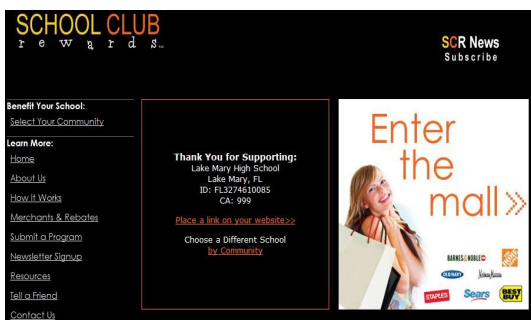
Screen Shot
Select Community (State)



Screen Shot
Select Community (City)



Screen Shot
Select School



Screen Shot
School Information / Mall Entrance

Screen Shot
Department Stores & Other Categories

