



Dear Program Leaders of Jeffco Public Schools:

Your District leaders have just made your fundraising so much neater, accountable and easier.

Since the ALS ice-bucket challenge success it has made all organizations rethink how they connect with the younger generation. We believe we have found the answer in our Jeffco Public Schools "Passport to Savings" Mobile Application, www.JeffcoWins.com. One of the big takeaways is the power of individuals, who are so tightly connected to an activity, can make a difference while selling savings.

Jeffco Public Schools is grateful to have the support of over 3000 Colorado merchant offers in the fundraising campaign called, Jeffco Public Schools "**Passport to Savings**".

It's time for us to educate you, our leaders, volunteers and parents, on the app sales process for the students.

The App and its Merchant Partners have given Jeffco Public Schools programs a product that keeps on giving and in turn the supporters/donor can do the same through what we refer to as "compound giving". This is an ongoing, residual and renewal income stream enabled through this remarkable fundraising platform. What this technology provides is something that cannot be matched in any fundraising arena. It also gives the donors a powerful tool to save money, and our activities leaders and volunteers an easy platform to raise funds and awareness.

The Jeffco Public Schools Mobile App was designed to provide multiple ongoing giving channels, e.g. during the purchase, extra donation, at redemption, Plu\$1, \$2, \$3, or \$5, and at yearly renewal, so the campaign and fundraising goes on well after the sale. This letter and our Landing Page located at www.JeffcoWins.com will help educate you on this amazing technology and how easy it is to train your sales force.

Obviously, the easy sale is that the donors save hundreds and potentially thousands a year as they defray the costs of app and donation with every coupon redemption. Also the technology that is in place makes it very convenient to sell, refer, and gift the app through social media or door-to-door on a year round basis. The tracking codes and compliance are state of the art and can monitor sales for every territory so your activity funds are protected. We can even track every student's individual sales for you.

The platform has been so well received that we have hundreds of merchants generously providing what we call a "Golden Egg" deal that pays for the app on the first redeem. In some cases, the deal provides value several times the cost of the app. Businesses are coming on to the App daily, so the traveling coupon book grows and does not shrink like paper coupon books. Deals are categorized and provided in the palm of the hands of the donor, so they are carried with them everywhere they go.

All academic, activity and athletic programs are encouraged to use this platform. Just go to our Landing Page and Click "Fundraiser Register".

If you know any merchants or businesses that would appreciate being a part of a program that sponsors Jeffco Public Schools, please have them go to www.JeffcoWins.com and register as a merchant on the **Become a Merchant Tab**.

Never has Jeffco Public Schools had so many businesses backing our school district. We look forward to a successful launch and ongoing campaign in partnership with your community conscious merchants.

Cheers to an incredible campaign!

Sincerely,

Rob Quinn

Chief Marketing Officer
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