

# YipGives Fundraising Kit

for PTO, PTA & PTSO Organizations

*The easiest way to generate donations-  
Year Round!*

The Source for **Extreme Local Deals**

[www.YipDeals.com](http://www.YipDeals.com)



# Why YipDeals?



**PTA President from Sycolin Creek Elementary Kelli Williams says:**

*“Easiest way we’ve ever made \$700.00 in only one week’s time with the power of just two people!*

*All we did was send home a flyer to our school parents, couple of emails and a quick phone blast from the principal, and Boom! Instant Donation for our school”*



# Why YipDeals?

- We live and work in your community – so we have a real interest in supporting schools with our “YipGives” programs
- **Our schools need help:** Budgets are tight, and discretionary support of PTO, PTA and PTSO organizations are often challenged – or cut completely
- YipDeals can help generate needed funds immediately by partnering with local businesses on deals
- Our Local Marketing Consultants (LMCs) make it easy to get your program up and running – and provide tools and support to help you enroll your local parents
- ***We’re the source for “Extreme Local Deals” – so everyone who participates WINS... especially kids!***





# Super Simple YipDeals Program:

- Families Go To [www.YipDeals.com](http://www.YipDeals.com)
- They Sign Up & Select Your School
- Then, when a purchase is made for any deal offered on YipDeals, your parents SAVE BIG...PLUS, your school receives 12% of every purchase!
- In addition, your school gets a Free Donations Web page where parents can see every local deal offered and when they sign up from your page – they're immediately added to your Supporter List
- That's it! No Volunteers, No Volunteer Hours, No Expenses, No Deadlines!
- All your school needs to do is Announce the YipGives Program & request parents: "Sign-Up, Select, Save and Support!"



# Schedule of Announcements – To Launch Your Program

1. Principal Announces YipGives Program & “Sign-Up For Yip!” drive.
2. PTA/PTO – Announces YipGives and “Sign-Up For Yip” drive via Email Blast
3. Example of Announcement: “SignUp at YipDeals.com, Select our School, and 12% of all purchases will come back to our school!”
4. **GOAL:** 100% Parent Sign Up and every purchase benefits our school!
5. School Posts to FaceBook, Twitter, Posters at School to Help promote membership
6. Monthly email goes out from Principal announcing Deals to be offered during that month!



# Introducing YipGives To Your School:

- **Your Email & Phone Blast Announcements should:**
  - Be Simple and Easy to Follow
    - Template Provided to you by YipDeals
    - Simple and Easy to Modify
    - Saves you from doing the work!
  - Use large text and be easy to read
  - Clearly Announce & Request Everyone Join!
  - Message: When Families Save...**Our School EARNs!**
    - Awesome discount: at least 50% off normal price
    - List school goals: Help Purchase equipment, Scholarship funds, Computers, Equipment, Sports Events, Travel etc.
  - Additional Benefits
    - Helps boost and support our local businesses
    - Keeps commerce local





# YipDeals Checklist

- Identify your school goals – What do you want your donations to fund?
- Set a Membership goal – how many supporters do you want to see sign-up!
- Use all Social Media tools (E-mails, flyers, FB)
- **Follow the program!** Make Announcements via Connect-Ed, phone blast, Emails, Facebook, Twitter, Posters within school. Use Templates provided.
- **Keep Yipping!** The more visible you are with your parents – and the more information you provide on the simplicity of Yip – The happier they are to Sign Up, Support and Save!

