



Fundraising Program Information

The iTopIt Fundraising Program provides a great opportunity to help your organization raise money. **On selected and scheduled days, iTopIt will donate *10% of the purchases made by your supporters.** Your friends and family can help raise money for your group, and enjoy an iTopIt treat at the same time! All they have to do is drop their receipt in the collection box at the register.

**10%
iTopIt
Donation!**

How iTopIt will promote your fundraiser:

- ✓ Drop box at register with sign promoting your group.
- ✓ Promotion on our in-store digital monitors.
- ✓ On-line promotion, including our Website and Facebook.
- ✓ Flyer to help you promote the event.

Ideas for promoting your fundraiser:

The key to a successful iTopIt fundraiser is for **you to spread the word to all of your supporters.** Get your supporters to visit iTopIt on your fundraising day, and we will do the rest. We get happy customers, your supporters enjoy a great experience while helping your group, and you end up with more money for your cause! To help promote your fundraiser, we suggest:

- Advertise the event in any of your organization's publications (newsletter, website, etc).
- Send an electronic message to all your supporters telling them about the event.
- Ask your members or students, and supporters, to send messages to all of their friends and family. This may include e-mails, texts, and Facebook postings.
- Print and distribute the flyer created for you by iTopIt, or create your own.
- Encourage your supporters to visit our Facebook page where we will also promote the event.
- Remind your supporters on the day of the fundraiser.

How to do it:

- Contact iTopIt to check availability and schedule your fundraiser. You can send us an email through our website or ask to speak to one of our shop managers.
- Promote the fundraiser with your friends, family and other supporters.
- Your supporters drop their receipt in the box at the iTopIt register.
- iTopIt donates *10% of your supporter's purchases on the day of the fundraiser.

Who to contact?

Ready to schedule your iTopIt fundraising event, or need more information? Please send us an email through our website, or ask one of our shop managers for more information.

* \$50 minimum in purchases to qualify for a donation.