

Booster Club Buyer Guide

Great booster clubs make great programs and create impact for a lifetime.



How are you engaging with your program's supporters?

From working concession stands to travel planning and everything in between, booster parents and guardians pour countless hours into building rewarding and fulfilling experiences for their kids. The fundraising efforts required to create these experiences can be a year-round process. Support matters, and the need for team funds never stops. While there's no doubt that game raffles or a big pancake breakfast are fun, local fundraisers can be time consuming and they miss out on connecting your program to supporters, former participants, and families around the country.



In a digital world, more booster clubs than ever are taking their fundraising efforts online to connect their programs to their supporters around the country.

Understanding Online Fundraising

An effective online fundraiser can greatly reduce the overall number of fundraisers required throughout the year and complement the fundraisers you're already doing successfully. Understanding the benefits of an online fundraiser allows you to identify platforms that will serve your needs best.

Benefits of Online Fundraising



Raise More



National Reach



Save Time



Safety & Security
for All Users



Improve Donor
Stewardship

49% of youth sports players and their families struggle to afford fees, equipment, uniforms, travel, etc.¹

The need for easier, effective fundraising has never been more important.

¹SurveyUSA. "Results of SurveyUSA Mkt Research Study #26829." SurveyUSA, Commission on the State of the United States Olympics and Paralympics, 7 July 2023. <https://www.surveyusa.com/client/PollReport.aspx?g=9d7dba7b-8808-4516-a06e-0536098a8937>.



Asking the Right Questions

By selecting the right fundraising partner, the effort required can be significantly reduced, allowing you more time to do what you do best: supporting youth activities. As a leader in online fundraising for athletics and activities programs, we regularly work with booster clubs around the country and have compiled key questions you should ask before choosing your future fundraising partner.

Will the fundraiser be active or passive?

While there are many passive donation platforms to choose from, a booster club should choose a platform that runs an active campaign that automates social outreach for maximum success.

Snap! Raise is a socially-powered donation platform that **connects your booster club to its supporters near and far** by utilizing social media, texts, and emails to raise the money you need to fund your booster club budget year-over-year.

How much time is required by the boosters, parents, and kids?

It's important to consider how much time and energy it will take for your community network to participate in your online fundraiser. When the fundraising process is clear and easy to understand, more families and donors are eager to contribute to your program.

Snap! Raise makes it simple for boosters, parents, and kids to complete their fundraising objectives at every step of the process. **Setup takes less than 20 minutes**, allowing boosters more time to help participants engage with their supporters. Our dedicated support team is always prepared to help should you have any questions.

What is the service fee?

Much like any business decision, you get to decide what matters most to your booster club: price, quality, or service? There are a wide range of platforms with varying service fees — some are even free — but many lack the tools, resources, and support to fundraise and represent your program with confidence.

When you run a Snap! Raise campaign, the service fee allows us to provide you with a dedicated account team, in-

house customer support, personalized communication, participant and donor data security, and financial oversight of all your programs. We are also making continuous technological innovations to ensure that our fundraisers are successful and provide program leaders with the support that they need.

[Here's what booster club members are saying about their final check](#) and experience with Snap! Raise!

Who owns the emails and information used in the online fundraiser? How are they used?

The level of data security varies greatly from platform to platform. To protect your kids' and donors' personal information, be sure to evaluate the measures taken by the platform to ensure all data is secure and never sold to 3rd-party businesses or used for advertising purposes.

Snap! Raise takes this matter very seriously. We never share or sell any user data or contact information. Our PCI compliance is best-in-class, and we provide a detailed [Privacy Policy here](#). Since inception, **we have never received a report of a data or privacy breach from any of our customers.**

What level of reporting does the fundraiser offer?

Care to know the names of your donors and how many families have participated in the fundraiser? Or how about your average donation amount and which social platform was the most successful? To effectively budget and strategize for your booster club, thorough reporting is a must-have.

The Snap! Raise platform has you covered on all these questions and more through our built-in Program Dashboard. If you

want to be even more strategic, **the Insights dashboard provides historical data and customized reports** to help you plan for upcoming campaigns. Insights includes info on all of the campaigns running at your club, so you can see overall performance and budget year to year, group-by-group. Plus, you'll get increased financial accuracy and audit preparedness — all at no additional cost.

How does the platform protect funds?

By adhering to federal banking laws, including Know Your Customer (KYC) rules that apply to opening and establishing U.S. banking accounts, platforms must ensure that every single fundraising account is opened on behalf of a verified organization — and only that single organization is entitled to the funds. Any platform that doesn't require this federally required process subjects your club to legal risk.

With some providers, it may not be clear where your dollars are being held and deposited during your fundraiser, but with Snap! Raise, you know. All fundraisers should be able to tell their providers: "Show me the money!" Each account is held custodially **using our best-in-class payment system and payment providers.** Funds are sent from our payment processor via check or direct deposit.



Know Your Customer (KYC)

What's KYC?

KYC means "Know Your Customer." It describes the process of verifying the identity of new customers. The KYC process is performed to prevent illegal activities such as money laundering or fraud, in return protecting both the company and the client. [Read more about the KYC process and how Snap! Raise adheres to it here.](#)

How do I know my funds are safe?

When setting up a fundraiser, using personal accounts or Venmo and the like are not acceptable or safe practices. If you are fundraising for your program and not using the government-regulated KYC process, your funds are at risk.

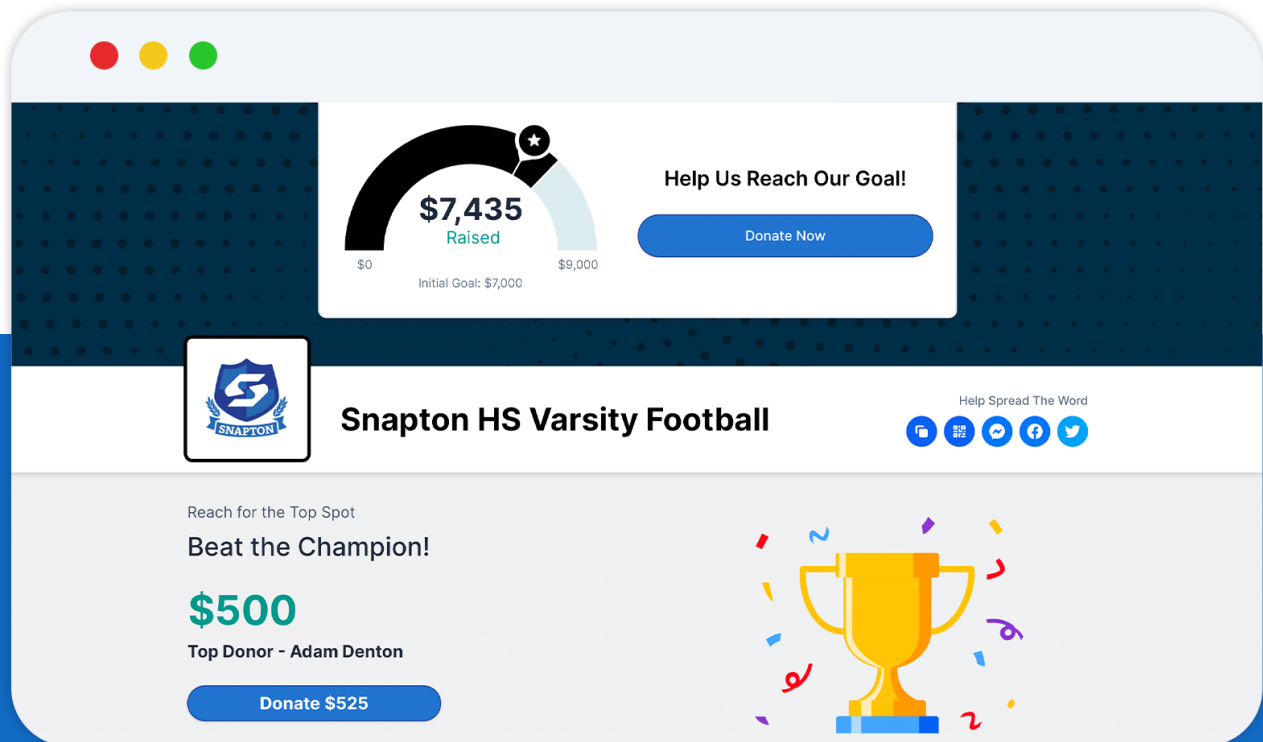
As part of any Snap! Raise fundraiser setup, we establish a separate, secure bank account to prevent fraud and ensure your funds are available when you need them. This account is opened following the KYC process, ensuring authorization for both the organization and the associated individual.

Will the platform assist with donor stewardship and building a strong supporter network?

A campaign should be much more than just a website with a button that says 'Donate Now'. A great campaign should feel like a community event happening online that is dedicated to celebrating and supporting the program all year. This is an opportunity to tell your story to thousands of supporters across the nation.

Snap! Raise provides you with the **tools**

to create a strong supporter network by giving donors the chance to celebrate an athlete, artist, or program via personalized messages on a group Cheer Wall. Snap! Raise also pioneered the creation of an annual supporter network that invites past donors to give again via our Legacy Giving feature. Your community will receive an experience that matches the standard of excellence for your program.



Will Snap! Raise assist with incentivizing and driving participation in the fundraiser?

It can be challenging to engage kids in fundraising efforts. By providing relevant motivation for participants with Snap! Raise, teams can raise more and build team unity through their collective efforts.

Snap! Raise makes increasing participation

simple with our built-in incentive rewards option that gives kids the chance to earn custom gear upon engaging. You can also send encouragement through text or email and track individual effort by using the communication tools on your Program Dashboard.

Will the platform offer a solution to engage your community when not fundraising?

Most fundraising platforms limit your engagement to only when you're actively fundraising. Once your fundraiser is over, there's no support provided to continue engaging your community, promoting your booster club, and garnering support year-round. You can engage with your community long after your fundraiser has ended with Store.



Every Snap! Raise fundraiser includes access to free [custom fan gear store](#), allowing you to promote your club in a click with custom merch that helps your community support what matters year-round. Your Store is open year-round for your community to shop customized merch and support your club.

With your Store, you can:

- Earn funds for your club and rewards for your community all year long. Get 10% or more back in points for each purchase, which can be used to reward participants and supporters or cashed out as funds for your program. 1 point = \$1.00!
- Save time on the admin work involved in spirit wear sales — we manage orders and ship directly to customers.
- Promote the programs your booster club supports and help them to win fans everywhere they go.
- Connect with an already aware community and make it easier for them to show their support for your club.
- Remove the costs of fan gear inventory from your budget.



Get Started

Your Online Fundraiser Checklist

Snap! Raise's mission is to champion the families, teachers, group leaders, booster clubs, and district admins who work hard to make a difference in the lives of the kids they support. Support matters in this effort and we want to ensure that you make an informed decision before choosing your long-term fundraising partner. **Use this quick checklist to evaluate your next fundraising platform.**

- Integrated email, social, and text outreach
- Dedicated rep
- Data security
- Direct deposit and flexible payout frequency
- PCI compliance
- KYC financial security
- Audit-proof reporting
- Rewards program
- Option for donors to purchase gifts for participants
- Communication tools
- Group leader dashboard
- Parent portal
- Participant dashboard
- Receipting
- Mobile app experience
- Year-round fan store with fundraising support



Not finding what you need in a dedicated fundraising partner?

Snap! Raise is here to help and is built to address the needs of booster clubs just like yours. Let us help support your program today!

[Get Started Here](#)