



Lake Ridge HS

Choral Department

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Parents,

We will be kicking off our Snap! Raise campaign next week with Tim, our local rep. Snap is an online donation campaign that allows our program to receive donations from our networks and supporters. Snap uses the power of email, text, and social media with a **safe**, fun and interactive approach. All we ask is that each parent/guardian help their student gather 20 or more email addresses of their biggest fans. Please review the info below to see just how impactful this campaign can be for us.

Your contacts are strictly private and protected, and never sold or shared.

Snap Fact Overview:

- 1. Safe and Protected** - Snap! Raise is the safest online donation campaign available. All data is private and **never** redistributed. Your student's information on the Snap page is less detailed than what would be on a team website roster.
- 2. Online donation platform** - Reach potential donors via email, social media, and text to ask them to support our program and visit the page, where they can seamlessly donate.
- 3. Email Strategy** - All supporters will receive a receipt for their gift that may be **tax deductible**, included with a personalized thank you from the student. There are three reminder emails sent to donors, with an option to unsubscribe.
- 4. Network** - Snap's platform and process is what makes their campaigns so successful. It allows an extensive reach across communities by providing options to connect with multiple donors and their social networks, maximizing our raising efforts.

TUESDAY: Participating students record group promotional video during advisory. Wear your green polo or choir t-shirt if you have one.

TUESDAY & WEDNESDAY: Show Mr. Glenn your 20 emails during class - saved on your phone in a note.

THURSDAY: Official kick-off of program with Tim. Students come to advisory with 20 emails ready on your phone to set up the online profile.

The Snap program was extremely successful last year!

More participation = more funds raised to support our choir students.