

# SEE YOUR WAY TO \$1K

with Schoolpop's 20/20 promotion!

## What is it:

Add 20 new VISA cardholders and 20 new online shoppers from 7/15/04 thru 12/31/04 and earn a \$1,000 bonus in your Q4 check.

**HINT** - Encourage Supporters to apply for the Schoolpop Visa card early, as it can take up to a month to receive your card.

## How does it work:

All you need is 20 Supporters to sign up for, register\*\*, activate and make at least one purchase with the Schoolpop VISA and 20 Supporters (they need not be unique from the new VISA cardholders) to make at least one (1) online purchase through [www.schoolpop.com](http://www.schoolpop.com) and your school or nonprofit will earn a \$1,000 bonus to your Q4 check.

\*\* Supporters register their Schoolpop Visa card by visiting "My Cards" in the "My Account" section of [www.schoolpop.com](http://www.schoolpop.com).



*“We are currently earning over \$4,000 a year, the majority of which comes from our 27 Supporters who use their Schoolpop VISA card for their purchases - every day! We also have 24 Supporters actively shopping online through Schoolpop. People appreciate the ability to donate to school through grocery, gas, and online purchases - the money really adds up!”*

*~ Grace Schulz, Champion  
White Oaks Elementary School*



## Earn up to \$3,900 a year - in addition to the \$1,000 bonus

From July 15th thru December 31, 2004, for each new registered\*\*, active Schoolpop Visa card, your school or nonprofit earns a one-time \$20 bonus and 1% on each purchase charged. For each online purchase, your school or nonprofit can earn between 1% and 20% depending on the merchant. These numbers\* add up each year to more money earned for your school:

20 new, activated VISA cardholders x \$20	= \$400
20 new, activated VISA cardholders spending \$10,000/year x 1%	= \$2,000
20 new online shoppers spending \$1500/year x 5%	= \$1,500
<b>Total Potential Annual Earnings</b>	<b>= \$3,900</b>
<b>With \$1,000 Bonus</b>	<b>= \$4,900</b>

\*Numbers based on actual school/nonprofit results

### "Rules"

To earn the \$1,000 bonus, a school or nonprofit must have at least 20 new Schoolpop VISA active cardholders registered\*\* and 20 new online shoppers from 7/15/04 to 12/31/04. A new Schoolpop VISA active cardholder is defined as someone who applies and qualifies for a Schoolpop VISA card, registers\*\* and activates that card by calling the 800# on the card and makes at least 1 purchase with that VISA card before 12/31/04. A new online shopper is a supporter that has not made an online purchase via Schoolpop since at least 7/15/03, if ever, and that makes a purchase at any participating merchant through www.schoolpop.com or a link via the Shopping Buddy by 12/31/04. The purchase must have a transaction date (order is shipped/credit card charged) of 12/31/04 or earlier. The 20 new Schoolpop VISA cardholders and 20 new online shoppers do not need to be unique.

The \$1,000 bonus will be added to the Q4 contribution check that will be issued and mailed in 2005. Schools earning the \$1,000 bonus will be notified after February 28th, 2005.

\*\* Supporters register their Schoolpop Visa card by visiting "My Cards" in the "My Account" section of [www.schoolpop.com](http://www.schoolpop.com).

## Champion's Corner has the tools you need to earn the \$1,000 bonus!!

We want to make it as simple as possible for you to earn the \$1,000 bonus so we have created tools for you to use now posted under Downloads - 20/20 Promotion in Champion's Corner:

- Parent flyer for you to print and distribute
- Schoolpop Shopping Reminder Notice - How to Register and Shop Online
- Schoolpop VISA applications that can be mailed to you and distributed in the Friday folders along with the parent flyer

Start spreading the word about the 20/20 promotion today! Back-To-School and holiday shopping are the perfect times to get and use the Schoolpop VISA and shop online via Schoolpop - and earn a \$1,000 bonus and grow your quarterly earnings!

## Frequently Asked Questions

### How can my school or nonprofit earn the \$1000 bonus?

Receive \$1,000 in your Q4 Schoolpop check when you add 20 new active Schoolpop VISA cardholders and 20 new online shoppers from 7/15/04 to 12/31/04.

### What is a new registered\*\*, active Schoolpop VISA cardholder?

A new registered\*\*, active Schoolpop VISA cardholder is a Schoolpop Supporter/Champion (registered for your school or nonprofit) who applies for, is approved, registers\*\* and activates their Schoolpop VISA card from 7/15/04 thru 12/31/04. Activation occurs when the new cardholder calls the 800# on their card to "activate" AND makes at least one (1) purchase on their card by 12/31/04.

### What is a new online shopper?

A new online shopper is a **Supporter (registered for your school or nonprofit) who has not made an online purchase via Schoolpop since at least 7/15/03, if ever**, and that makes a purchase at any participating online merchant through www.schoolpop.com or a link via the Shopping Buddy by 12/31/04. The purchase must have a transaction date (order is shipped/credit card charged) of 12/31/04 or earlier to qualify.

### Can the 20 active VISA cardholders and online shoppers be the same Supporters?

Yes, all you really need are 20 motivated Supporters who will sign up for and use the Schoolpop VISA card at least once and shop online via www.schoolpop.com at least once before 12/31/04. The Supporters do not need to be unique.

### When will I know if our school or nonprofit will qualify for the bonus?

We will notify schools that have qualified for the bonus by February 28th, 2005. Those schools who qualify for the bonus will have \$1,000 added to their Q4 contribution check.

### When will we receive the Q4 contribution check?

You will receive the Q4 contribution check in late February/early March 2005.