

schoolfunds.co.uk

Easy, safe and rewarding online shopping



SCHOOLFUNDS REWARD SCHEME

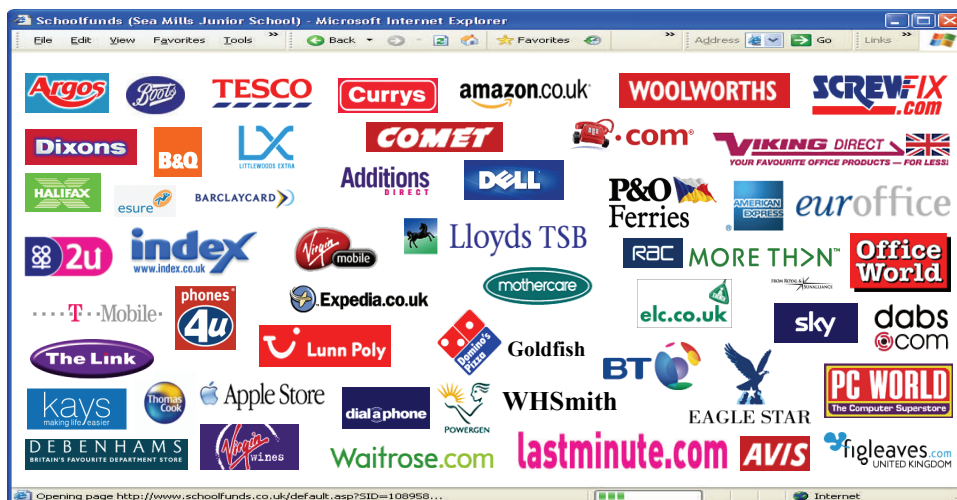
schoolfunds.co.uk provides extra educational equipment through online shopping.

The schoolfunds reward scheme involves all the leading online retailers including; Argos, Tesco, Boots, Screwfix, Comet, Littlewoods, Dixons, Woolworths, Currys, Mothercare and hundreds more.

With these prestigious companies the schoolfunds reward scheme to set be the largest reward scheme to date, benefiting thousands of schools.

By simply using the schoolfunds.co.uk website to select online retailers, reward points are collected for every purchase, which can be exchanged for educational equipment.

Each school chooses its own rewards and there are no restrictions, other than there should be an educational benefit. Schoolfunds have been asked to provide everything from art materials to a new classroom.



extra school equipment only takes a click!

no forms, no passwords, no hidden costs, no catch

How the scheme works

While schools manage their own budget, provided by the Local Education Authority, most schools also raise voluntary funds.

These "School Funds" are used to purchase supplementary equipment for music, sports, clubs, the grounds, library and the school environment, which go to improve life for the children.

Schools via the parents and friends collect tokens from stores and products to obtain equipment, but the rewards are often small or involve spending many thousands of pounds with just one store or product.

The aim of schoolfunds.co.uk is to provide supplementary equipment for schools by having one collective scheme involving hundreds of the leading online retailers and internet companies, maximising the reward potential.

Simply by using the website as a directory to find and purchase goods and services online, the funds are raised for the equipment.

There are no extra costs involved, all the prices, offers, terms and deliveries are no more than going directly to the individual online companies.

Something for Nothing?

Of course not. The companies on schoolfunds.co.uk want people to buy their products.

To do this they need their potential customers to be able to find them easily, when they are needed and to be able to inform them about their products, services and promotions.

They could, and do spend tens of thousands of pounds in newspaper, magazine and television advertising. But customers may miss it, not remember it or not be able to find them when they want to purchase something.

This is where schoolfunds.co.uk comes in, with a reward scheme that benefits the retailer, the customer and the school.

The Advantages to the companies are:

The advertising is effectively free.

The only cost is a small percentage of a confirmed sale from the link.

Because sales are dealt with directly by the company they have reduced overhead costs and can make deliveries direct from warehouses.

There are benefits in being in the same place as other stores, not unlike a shopping mall, customers might just pop in when they are passing (or in our case surfing by).

Incentive schemes have been proven to be effective in increasing sales and customer loyalty.

And what better way to use part of the profits than to provide extra educational equipment to benefit our children (their future customers).

The Advantages to the parents and friends of the school are:

The children benefit from the extra school equipment.

It doesn't cost a penny extra; there are no hidden costs.

You deal directly with each of the well-known companies.

Schoolfunds can often offer exclusive discounts or vouchers.

Open 24 hours a day, 7 days a week with no travelling.

You instantly know if an item is in stock.

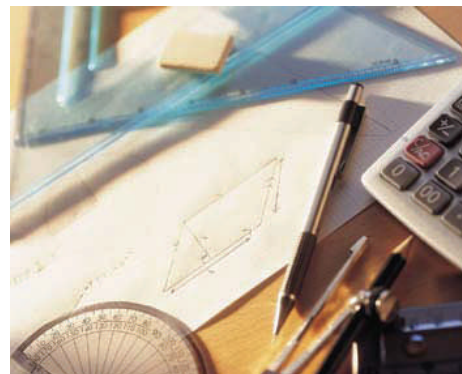
There are much larger selections than in local stores.

Easy to find the best deals and to compare prices.

Delivery to your door normally within a few days and often next day.

Items can be considerably cheaper than in high street stores.

The Advantage to the school is educational equipment at no cost.



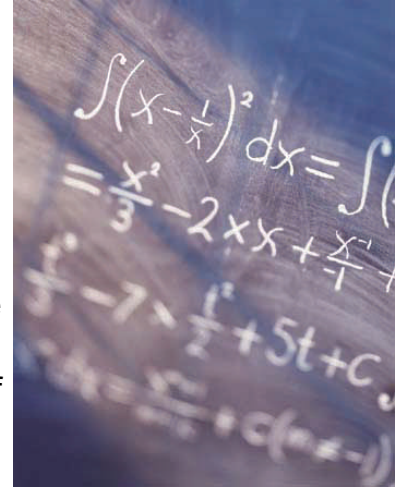
So how do we raise the funds?

Every time someone links to a company via the schoolfunds website a unique school tracking code specific to the selected school is transmitted to that company.

Should the person purchase anything, the company advises schoolfunds of the reward value. We should point out there is no tracking of the individuals or their purchases by schoolfunds.

The points raised are either a specified amount for a purchase or proportionate to the amount of the purchase. The reward points available for each purchase are displayed by the company in each category.

Because of the vast range of products and services from the hundreds of companies on the schoolfunds website the value of the scheme for each school is considerable.



Who can use the scheme?

The scheme is available to every school. Anyone can support, any school by using the website whether they have children in the school or not.

Businesses can support a school by using the schoolfunds website for the purchase of business stationary, office equipment, building supplies, tools, computers and peripherals. It doesn't matter if they have an account and no reference to the scheme is ever made on any correspondence.

How do we get started?

Just advise parents to use the scheme. Your school should already be on our database.

What rewards are available?

The school can have almost anything from any supplier. The reward should however have an educational benefit to the school.

What are the points worth?

As an indication of the reward value 5000 points will provide 25 pounds (GBP) worth of goods including VAT and delivery. There is a points calculator on the 'rewards page' of the website.

How many points could we expect to raise?

A normal family could raise between 5,000 and 30,000 points per year. Currently insurance policies can award 6000 points per policy (home, content and 2 motor policies would raise 24,000 points) and using Argos 'Check & Reserve' raises 50 points per time. We also have several offers that require no purchase. As an example, a Car brochure application can award 500 points (£2.50).

How do we exchange points for a reward?

To redeem the points is simple, just email schoolfunds when the required points total has been reached and we will arrange for the reward to be delivered at no cost to the school.

When do the points have to be used by?

There is no time limits to use the points. Unused points are automatically rolled over each year.



What is the Wish List for?

The wish list can focus supporter to use the scheme. Within reason there is nothing that could not be added to a wish list but the reward should have an educational benefit to the school.

Rewards do not have to be specified and a reward can be changed at any time up to the placing of the purchase order. It may be the school will want to wait and see how the points accumulate before making a decision.

All costs are included. There is no cost to the school.

online shopping = free school equipment

How the website works

When a person goes to the schoolfunds.co.uk website for the first time they have a message at the top of the page **'No school is currently selected - [click here](#) to select your school.'**

They are able to select a school by clicking either the 'click here' text or 'School selection' from the side menu or 'Select a new school' button from the header bar.

Once they have selected the school from the list, their computer will remember their selection for future visits (assuming they are able to accept cookies) and display the name at the top of each page.

Now, whenever they use a link to any of the hundreds of leading retailers the selected school will receive points for every purchase.

The reward points are detailed by each company and can vary from a few points for every £ (GB Pound) to many thousands for insurance policies, loans, mobile phone contracts, etc.

When a suppliers name or logo is clicked, that companies webpage is opened in a new browser window. The school reference code is automatically transmitted to the company and the company in turn advises schoolfunds of the award should the link result in a sale.

Only purchases that originate from the links on schoolfunds will receive points as we generate the school tracking system. It is recommended that the user should make the schoolfunds their homepage, which then focuses them on using the scheme when shopping online. We all know what its like, you can never remember the name when you want something in a hurry.

Anyone can use the scheme to support a school, parents, friends, teachers, businesses and even the school if they deal with any of the companies, It doesn't matter if you have an account with a company, **the reward is for the link that generates a sale.**

Significant points have been raised from catalogue agents using the website to place their orders and businesses ordering their office stationary.



Promoting the site

Having involved all the major online retailers in the scheme the website will appeal to all online shoppers and with no extra costs involved, there should be no reason not to use it.

With the added bonus that we are able to offer exclusive discounts and vouchers which are not available by going direct to the companies websites and can to raise points for schools even if you don't buy online, by using the Argos "click and collect" service. The extra educational equipment for the school should be easily achieved.

The awareness of the website and the schools involvement in the scheme is essential to raising the points for the rewards, so we have put a few suggestions below:



Use the send home leaflet to make parents aware of the scheme.

Include details of the scheme in any regular newsletters and where possible put the current points total and the rewards the school chosen.

Advise parents of the rewards you have received.

Put a copy of the leaflet on appropriate notice boards.

Pass the information and involve your PTA or other fundraisers.

Encourage parents to make the website their homepage and to tell their friends, relations, and business colleges of the schools involvement in scheme.

Regular reminders are very important and we will be producing seasonal reminder leaflets, which are downloadable from the website.

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Schoolfunds.co.uk

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