SUPPORT YOUR LOCAL COMMUNITY WHILE GETTING PAID TO DO IT

Bowling Reward's Cause Marketing and Fundraising module helps centers connect with local non-profit organizations and offer donations only **AFTER** members spend money at your business. It's pay-per-sale advertising at its finest while encouraging full-price ticket sales. Unlike traditional fundraisers that might be limited to a one-day or one-week campaign, our system attracts fundraising business every day of the week, all year round.

Here's the Gist

1. EITHER circulate special fundraising cards to one or more local non-profits seeking to raise funds OR open up fundraising to ALL your customers and allow patrons to select a local non-profit from your approved list during the registration process. Cards optional.

2. As patrons use their card or mobile number at checkout to record sales, a percentage of the sale is electronically recorded as a donation to the patron's local cause and printed on the transaction receipt and in the next day's automated thank you note email.

3. Your business cuts checks on an agreed-upon schedule directly with the local non-profit according to donation reporting from the Bowling Rewards system.

100% Accountability and Transparency

One of the greatest features of Bowling Reward's Cause Marketing and Fundraising module is the ability for proprietors to issue non-profit leaders a login ID to access their account online. This account allows non-profit leaders to audit donations and sales activity to the penny from their group's patronage at participating proprietors in real-time on demand. In today's era of Wall Street corruption, graft and lack of accountability, helping business owners partner with local non-profits in a manner that builds trust cannot be overestimated. Transparency is good for business and opens doors that would not otherwise be available.

Learn more @ bowlingrewards.com

FUNDRAISER SETUP AND EDIT

Setting up fundraisers in the Bowling Rewards back office is EASY. Simply record the name of your fundraiser and indicate the donation rate (%) you agree to give back to the fundraising organization on sales activity from their members. You'll also record fundraiser administrator details so you know who the main contact is and whom to contact for sending donation checks.

Fundraiser Edit

Name: Springfield Athletic Association

Donation Rate: 10

Short Name: Springfield AA

Web Site: springfieldathleticspa.org

Donation ratios can differ by individual fundraiser. You may agree to donate 5% to one group and 10% to a different group, for example.

Administrator

Name: Alexa Hailey

Email: alexahailey3421@gmail.com

Mobile: 215-720-8670

Address: 14 E. Main Street Suite 201

City: Springfield

State/Province: PA

Zip/Post Code: 19064

The Administrator, or main contact of your fundraising group is automatically assigned a login ID to access their fundraising account over BowlingRewards.com, a trusted 3rd party website. This account enables administrators to audit sales and donations generated by their members on demand in real-time.

Card Ranges (Optional)

Starting Card Number: 0000

Ending Card Number: 0000

At your option, add a sequential card range that will default to a specific fundraiser in your approved list when the cards are registered. Alternatively, leave this section blank and let patrons choose a fundraising cause from your approved list during registration.

Cancel   Save

Fundraiser List

Name	Donation Rate	Action
Bear Cubs Baseball	6	
St. Michaels Pre-School	10	
Cub Scout Pack 41	5	
Springfield Athletic Association	10	
Tri County Veterans Foundation	5	

Your list of officially approved fundraisers and donation rates can be added to or edited anytime from the back office by users with Administrator access.

When a specific fundraising card range is not defined during initial configuration, patrons will have the opportunity to select a fundraising cause from your approved list during the registration process. Your approved list may consist of the local baseball league in town, area schools or religious/civic organizations with whom you interact with at your business. Patrons can select a fundraiser with either a carded or card-less account based on configuration. Card-less patron accounts are identified by their unique mobile number that acts like a card swipe when entered into the terminal application.

Several of your customers will see your list of organizations and want to add THEIR favorite charitable cause to your official Fundraisers list. This feedback is EXACTLY what you want to hear to help grow your non-profit business. As described on the previous page, adding new fundraisers to your back office is simple and takes less than a minute.

"Why can't my soccer team be on this list so we can start pushing our families to visit here and help raise money?"

Patrons can switch their fundraising affiliation when logged into their personal loyalty account any time. Alternatively, users with clerk access can affiliate a patron with a fundraiser from the Virtual Terminal or back office with point and click efficiency.

IMPORTANT NOTE FOR EXISTING USERS

In order to allow patrons to select a fundraiser from your official Fundraisers list during registration or when logged into their personal loyalty account a user with Administrator access must set the **Allow Patron Fundraiser Selection** field to YES in the **Registration Settings** page.

Loyalty Account Registration

Complete this easy form to unlock rewards and get a 3 Games Bonus!

First Name:*
> Mary

Last Name:*
> Smith

Password:*
> ******

Verify Password:*
> ******

Email:
> msmith42@hotmail.com

Mobile:*
> 858-978-5645

Card ID:
>

From the back of physical card, if available.

League Affiliations:
> Monday Marauders   [...]

Gender: ○ Male ○ Female

Birthday:
> (select) ▼   (select) ▼

Enter to get $5.00 on your birthday.

Birthday Year: (select) ▼

Anniversary:
> (select) ▼   (select) ▼

Enter to get $5.00 on your anniversary.

Fundraisers:
> Bear Cubs Baseball
> St. Michaels Pre-School
> Cub Scout Pack 41
> Springfield Athletic Association
> Tri County Veterans Foundation

A portion of your purchases will be donated as you choose.

(Register)

Allow Patron Fundraiser Selection: ● Yes ○ No

Allows patrons to select fundraiser(s) from your list when registering. Patrons and clerks can edit fundraising selections in the patron profile.

DONATION ACCRUAL AND REPORTING

As sales transactions are rung up by your clerks a % of the sales remitted amount (NEW money spent by patrons net of gift and rewards redemptions) is applied as a donation and reported on the printed receipt from the terminal application. For example, if the donation rate for a specific fundraiser is 10% and the customer spends $25.40 on a ticket the donation is calculated as $25.40 x 10% = $2.54.

NOTE: The donation accrual is completely separate from any rewards that may have been earned by the customer. Both donations and rewards accumulate only after paid sales from your customers. You may agree to give customers back 10% cash back rewards and 5% donation to their selected charitable cause, for example. You control all parameters from the back office and these little investments in your customers stimulate increased frequency and higher average tickets.

```
                SALE
            Mary Smith
        Sale Amount $25.45
        Earns $2.55 Reward

Strike and Spare Fun Center
90 Volunteer Drive
Hendersonville, TN 37075

            09/04/2015 1:18:02 PM

Card 10:                    107000056
Trans. Num:           2012032565898
Activated:                        Yes
Trans. Amt:                    $25.45
Gift Bal:                       $10.00
Reward Bal:                    $13.55
Games Bal:                          27

        $2.54 donated to
     Hendersonville Youth Soccer

           MERCHANT COPY
```

FUNDRAISING DASHBOARD

Sales from fundraising affiliated patrons feed your **Fundraising Dashboard**, which begins to populate with data for each individual fundraiser displaying sales activity and donation liability by month, year to date and cumulative. This report allows you to evaluate the performance of each individual fundraiser.

Fitness Council of Jackson Fundraiser (#6512)								OLDER >>
Measurement	Sept, 2015	Aug, 2015	Jul, 2015	Jun, 2015	May, 2015	Apr, 2015	Year to Date	Cumulative
Donation Amount	$3.33	$56.47	$61.69	$62.04	$54.63	$39.68	$428.51	$1,661.08
Payment Status		Not Paid	Not Paid	Not Paid	Not Paid	Not Paid	$0.00	$1,332.17
Outstanding Donation Liability		$325.58	$269.11	$207.42	$145.38	$90.74	$425.18	$325.58
Remitted Volume	$33.30	$564.75	$616.89	$620.41	$546.35	$396.84	$4,285.06	$16,610.83
# Remittance Transactions	2	30	32	35	35	25	233	919
Average Remittance Amount	$16.65	$18.82	$19.28	$17.73	$15.61	$15.87	$18.39	$18.07
# Unique Customers	2	4	5	7	5	5	15	43

COMPLETE ACCOUNTING TRANSPARENCY

When ready to pay your fundraiser(s), open your Fundraising Dashboard and click one of the Not Paid icons to record a payment. Your fundraiser administrator will be able to see this payment recorded in their account over **BowlingRewards.com**, a trusted 3rd party website. This transparency keeps the whole system honest and accurate to the penny. Trust and transparency is important to building long-term fundraising partnerships.

New donation payment

Billing Period	May, 2015
Fundraiser:	Fitness Council of Jackson Fundraiser (6512)
Amount:	145.38
Payment Date:	July ▼ 3 ▼ 2015 ▼
Payment:	Check ▼ Check #
Method:	4578

[Save]   [Cancel]

The day after visiting your facility, your fundraising customers will receive a thank you email. It will detail the cash back rewards and donation earned for their charitable organization.

These emails are sent to your customers directly from Bowling Rewards every single day on auto-pilot. These messages act as a cementing benefit reminding customers of their visit and how your business supports them with every transaction.

Thank you for Visiting!

Hi Mary,

Thank your for visiting Strike & Spare Family Fun Center!

We're pleased to inform you as a result of your recent visit you have accumulated **$18.24** in rewards. Your balances are available for redemption toward a future visit at Strike & Spare Family Fun Center.

To redeem your balance, just present your card or mobile number at the front desk and inform them you wish to redeem value toward games of bowling or a purchase. You can redeem your balance at any time or continue accumulating value for a future visit at Strike & Spare Family Fun Center.

Once again we thank you for your business and hope to see you again soon.

We are also pleased to inform you as a result of yesterday's visit you earned a $2.54 donation back to Hendersonville Youth Soccer.

Sincerely,
Strike & Spare Family Fun Center
www.sastn.com

FUNDRAISING COMBINED WITH REWARDS IS AN AWESOME MARKETING IDEA

When proprietors provide attractive cash back rewards PLUS donations back to patrons it makes customers feel special and appreciated. This powerful combination not only appeals to your customers' self-interest for earning rewards they can individually redeem but also serves the customers' charitable interest to support their heartfelt cause. In addition to increased sales and profits, the real game changing advantage behind this type of marketing strategy is the reduction of discount advertising.

Proprietors don't need to keep lowering and lowering prices and running sales when customers feel appreciated with proper value. Heck, you can even raise prices and most customers won't care if the rewards and donations are sufficiently robust. Not only is this type of marketing more profitable, your business avoids the brand damaging effects of discounting and couponing as a HUGE side benefit. It's WIN-WIN all around for everybody including your local community.

PRICING INFORMATION

The Fundraising module is available to all proprietors subscribed to the Enterprise Plan.

	Basic	Pro	Enterprise
Monthly Fee Per Location	$99/mo.	$149/mo.	$199/mo.
Unlimited Gift Card Processing	✓	✓	✓
Unlimited Rewards Processing (card or cardless)	✓	✓	✓
Unlimited Database Building with Unique Mobile Keyword	✓	✓	✓
Double/Triple Reward Promotion Days	✓	✓	✓
Gift Load Reward Bonus	✓	✓	✓
Unlimited Automated Email Marketing (with automatic expiring bonuses)	✓	✓	✓
Activation Bonus Confirmation	✓	✓	✓
Thank You Note	✓	✓	✓
Happy Birthday		✓	✓
Happy Anniversary		✓	✓
Overdue Visit		✓	✓
Top Customer Appreciation		✓	✓
Major Holidays (St. Patrick's, New Year's, Mother's Day, Christmas etc.)			✓
1 Widget Balance (e.g., 'Appetizers', 'Item of Choice', 'Games')		✓	✓
Unlimited Traditional Email Marketing (Schedule ad hoc campaigns anytime)		✓	✓
Website Private Labeling for Patron Activation/Login over YOUR Website		✓	✓
Cause Marketing and Fundraising Module (Non-Profits will LOVE it!)			✓
Mobile Text Marketing w/2,000 texts/month included			✓
Intercard/Embed 'One Card' Integration			✓
Amazon Checkout Integration (coming soon)			✓
Membership Marketing with Online Payment Processing	50/50 Rev Share OR + $50/mo.	50/50 Rev Share OR + $50/mo.	50/50 Rev Share OR + $50/mo.
Lemonator Customer Feedback and Staff Insights Module	+59/mo.	+59/mo.	+59/mo.
Support	phone + email	phone + email	phone + email
Term Length (No Contracts)	Month to Month	Month to Month	Month to Month

**TRY IT FREE FOR 30 DAYS.
ALWAYS MONTH TO MONTH TERMS.
NO CONTRACTS.**

BOWLING REWARDS

Learn more @ BowlingRewards.com