

# HERO CARD

HEROES HELPING HEROES

## Fundraising

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Welcome. It is our pleasure to introduce you to the Hero Card Fundraising Program. We hope you find this information both instructive and informative. 12 years of fundraising experience has taught us that one shoe doesn't fit everyone. Although our fundraising platform was designed to aid local churches, charities and schools in their fundraising efforts, we recognize it's not for everyone. We hope the brief explanation below will help you begin the process of determining if our program will work for you. Feel free to give us a call with any questions you may have. Additionally, we are available to meet with you or your board to explain our fundraising process and see if your organizational structure would work successfully with our program.

### How The Hero Card Fundraising Program Works

- *The program is simple.* No upfront cost or cash outlay on your part – the program is completely self-supporting.
- We get paid from the proceeds.
- Fundraising campaigns are short and provide funds **instantly**. Campaigns generally last from 1 to 3 months.
- Each Annual Membership will include a Hero Card, benefit list insert and card sleeve. Costs for these items generally run about \$1 per membership and are paid from the proceeds.
- Your logo, name or other special insignia's can be placed on the front of the member card, sleeve and/or insert.
- We provide you the "Annual Hero Card Memberships" to be sold by your volunteers for **\$30 each**. (*Regular retail price is \$49 to \$69*)
- Proceeds and card, sleeve and insert costs are split 50/50. From time to time we may waive card costs.
- Minimal administration on your part – we keep track of everything.
- You only pay for cards you sell. Unsold cards are returned to us. Note: Any issued card not returned to Hero Card is considered a sold card.
- We provide your volunteers with everything they need to be successful. We provide individualized card data to aid in tracking.
- Call us at 706-955-0436 or email us at [info@myherocard.com](mailto:info@myherocard.com).

### Fundraising – Benefits of The "Hero Card"

- No money up front. A low cost, low administration solution to fundraising on any scale.
- Memberships are for a minimum of 12 months.
- Greatly enhance your fundraising results beyond anything you ever thought possible.
- Your organization will always have the pricing advantage when compared to our current retail price of \$49 to \$69.
- We split proceeds 50/50 with your organization.
- We hope you receive \$1000's, or possibly \$10's of thousands in cash contributions to your fundraising project.
- Benefit your contributors – You can take pride in knowing no other fundraising platform provides your contributors with the opportunity to save many times their original contribution.
- Create loyalty with your supporters and get a head start on future projects
- We will provide a list of your previous years contributors prior to the beginning of each campaign. This list can be a valuable source for soliciting new contributions.
- Your supporters can take pride knowing they are supporting Your charity, local businesses and our First Responders.
- View complete list of the over 150 great Hero Card Deals and Offers –
- <https://www.myherocard.com/benefit-summary-page/>