
SCRIP FUNDRAISING WITH GREAT LAKES SCRIP CENTER

SPRING 2015



About Great Lakes Scrip Center

Great Lakes Scrip Center was founded in 1994 by two moms looking for a better fundraiser for their children's school. Today GLSC is the largest non-retail gift card outlet, with over \$9 billion in sales since inception. GLSC is 85-90% of the scrip fundraising market, providing gift cards for fundraising purposes to more than 17,000 non-profit organizations in all 50 states in 2014. These organizations represent more than 5 million households, primarily families with school aged children.

ShopWithScrip.com is GLSC's online ordering site for organizations and their members, offering online payment capability and immediate delivery of electronic scrip options including eGift cards and reload of physical cards. The site received 5.8 million visits in 2014 by more than 1 million visitors.

About Scrip Fundraising

Scrip fundraising allows registered schools (public and parochial), churches, band/music programs, athletic teams, scout troops and other non-profits to raise money through the purchase of gift cards. Their members pay full face value for gift cards to be used for household spending in place of cash, check, or credit cards, and the organization pays a lesser amount according to the rebate on the gift card. The retailer sets the amount of discount on their gift card products. GLSC passes the majority of the discount on to the organizations in the form of the rebate. For example, if a family purchases a \$100 gift card with a 4% rebate, the organization would pay GLSC \$96, and the \$4 difference is their fundraising proceed. Families earn rebates for their non-profit organization, while retailers get committed shopping dollars in advance with a lower cost form of payment.

Scrip fundraising offers retailers a valuable opportunity to influence consumer's purchasing decisions. Typical scrip participants are very passionate about their organization such as their child's school or sports team, or the family's place of worship. They are planning in advance where to spend approximately 1/3 of their total household budget through their scrip program, and prepaying for purchases. The influence of their organization results in a much higher likelihood to choose retailers participating in scrip, increased loyalty to those retailers, and greater share of wallet spent with them.

Retailer Participation with GLSC

GLSC currently offers scrip products from more than 300 retailers representing over 850 brands. Products cover all household categories including grocery, gas, home improvement, discount store, apparel, travel, dining, entertainment, sporting goods, and online. eGift cards are available for almost 400 brands, and reload of physical cards for almost 100 brands. Rebates vary by category and retailer, from 2% to 15% or more.

Contact



Great Lakes Scrip Center



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www.ShopWithScrip.com