



# SIMPLE FUNDRAISER

SOUTHWEST YOUTH AND COMMUNITY FUND

## EDUCATIONAL FOUNDATION SUPPORT NETWORK

The Educational Foundation Support Network is a Phoenix-based support group that offers youth and community organizations a creative channel to raise income year after year. Our program is called **Simple Fundraiser**, and works off of cause-related marketing dollars. In a joint effort with The Legacy Golf Resort and the Scottsdale Villa Mirage, we have established the most effective channel to raise funds – with the added benefit of discovering the world of vacation ownership. It may sound like an odd combination, but it truly works! There are absolutely no restrictions on how much money can be raised ... so don't be afraid to aim high!

### HOW DOES IT WORK?

A Simple Fundraiser is funded through the generous support of some of the finest resorts in Phoenix. In lieu of spending marketing dollars on TV and radio, participating resorts allocate advertising dollars in support of youth and community organizations throughout SW Arizona. As an alternative to cookie dough and car washes, individuals and/or couples attend a sales presentation at select participating resorts. For each qualified tour, your organization receives **\$100**. It is that simple.

### IS SIMPLE FUNDRAISER RIGHT FOR YOUR GROUP?

A Simple Fundraiser was designed to support any group looking to raise funds. However, like any group initiative, you need to be able to rally the troops and demonstrate why Simple Fundraiser is a better use of time and effort. With group support, you can truly raise more money in less time than ever before.

### PARTICIPATING RESORTS

Participating resorts are some of the finest in the country and offer the best travel solutions in the industry. Presentations are low-key, informative and fun! While there are **no obligations to purchase**, we ask that participants attend with an open mind. We realize Simple Fundraiser is **not** for everyone. But for those who have interest in extraordinary vacations, it is the perfect choice!

This is the greatest fundraising idea I've ever seen! It not only makes sense to me, but it makes sense to the kids and parents!  
- Dave Barney, head coach for pvcc track/field

### CAN YOUR GROUP ATTEND TOGETHER?

Due to sheer numbers, presentation showrooms cannot accommodate group tours; this includes two or more couples attending together. If multiple couples attend a presentation together, they will tour together and only be credited \$100. All participants will be contacted and scheduled individually to offer the best service available.

### HOW MUCH CAN YOUR GROUP RAISE?

At **\$100** per qualified tour, the amount raised is only restricted by the support and size of your group.

- 20 qualified presentations \$2,000
- 100 qualified presentations \$10,000
- 500 qualified presentations \$50,000
- 1,000 qualified presentations \$100,000

### CAN WE ATTEND MORE THAN ONE RESORT?

Participants can attend only **ONE** EFSN Resort Partner within a 12-month period. Which means you can run Simple Fundraiser year after year!

### WHAT IS THE DEFINITION OF A QUALIFIED PRESENTATION?

Participants must meet certain criteria to receive a gift (see below) and \$100 towards the fundraiser.

#### The Legacy Golf Resort

- Qualified participants must be 25 years or older and have a household income in excess of \$50,000
- All participants must be married or cohabitating and attend an approximate 90-minute sales presentation
- All parties must be US citizens
- Must hold a major credit card (*debit cards not accepted*)
- Cannot be SVC employees, Shell Vacation Club Owners or couples who have attended an EFSN participating resort in the past 12 months.

**NOTE: Children 8 and under cannot attend the presentation. A children's room is available to ages 2-8.**

#### Scottsdale Villa Mirage

- Qualified participants must be 21 years or older and have a household income in excess of \$50,000
- If married or cohabitating, both parties must attend an approximate 90-minute sales presentation – **singles welcomed**
- All parties must be US citizens
- Must hold a major credit card (*debit cards not accepted*)
- Cannot be Sunterra employees, Club Sunterra Owner or who have attended an EFSN participating resort in the past 12 months.

### HOW DO WE GET PAID?

All payments are made on a 30-day cycle. Your organization will be paid each month for the previous month's activity.

You will also receive detailed information, including:

- Everyone who has registered to attend a resort presentation
- Everyone who has attended a resort presentation
- What individual they sponsored (*if applicable*)

**IMPORTANT: Your group must submit a W-9 before payments can be made. Please make sure to ask one of our staff members for a blank form.**

### PARTICIPATION INCENTIVES

Besides earning \$100, each qualified couple and/or individual who attends a sales presentation will receive a participation incentive; including such items as:

**The Legacy Golf Resort:** choice of one of the following:

- \$100 dining certificate to local restaurants
- Two rounds of golf at The Legacy or Orange Tree Resorts
- 10 Harkins Movie Theatre Tickets
- Overnight Legacy Resort get-a-way

**Scottsdale Villa Mirage**

- Incentives vary on the time of year

“As a timeshare owner, I can say this is the most creative and effective fundraiser I have ever seen.”  
– Carl Marshall  
participant of Simple Fundraiser and parent of five active boys

### WHAT IF WE KNOW ANOTHER ORGANIZATION INTERESTED IN A SIMPLE FUNDRAISER?

**Tell them all about our fundraiser and YOU will earn \$20 per qualified tour who attends from your referred group. This means if you refer five groups who each send 50 qualified tours, YOU earn \$5,000. Not bad for a few phone calls. If others refer organizations in support of your group, YOUR GROUP will receive \$20 per qualified tour. It is a great way to earn additional income all year long!!!**

**CAN PEOPLE OUTSIDE OUR ORGANIZATION ATTEND?**

Absolutely! As long as they meet the Details of Participation and have an interest in travel, please encourage friends, family, neighbors and co-workers to participate. Each qualified presentation earns your organization **\$100!**

**HOW TO REGISTER**

You can register your group online or by calling EFSN at 623.792.8604 or online at simplefundraiser.com. After registering, an EFSN staff member will make contact regarding your custom flyer / registration form. This form can be modified to fit your needs and goals.

If you have an upcoming parent or group meeting, please let us know! An EFSN representative would be happy to come out and answer questions and/or register people on the spot.

**WHERE ARE PRESENTATIONS HELD AND WHEN CAN PEOPLE ATTEND?**

**The Legacy Golf Resort** - Located just off I-10 and Baseline – a few miles west of Arizona Mills.  
**6808 South 32nd Street**  
**Phoenix, AZ**

**Tour times**

<b>M/T/W</b>	9am	9:30am	12pm	12:30pm		
<b>Thursday</b>	<b>closed</b>					
<b>Friday</b>	9am	9:30am	12pm	12:30pm	5:30 pm	7:30 pm
<b>Sat/Sun</b>	9am	9:30am	12pm	12:30pm	2:30 pm	3 pm

**Scottsdale Villa Mirage** – Located just off the 101 freeway and N. Scottsdale Rd  
**7887 E. Princess Blvd.**  
**Scottsdale, AZ 85255**

**Tour times**

<b>M/T/W</b>	9:30am	11:30am	1:30pm	3pm
<b>TH/FR</b>	9:30am	12pm		
<b>Sat/Sun</b>	9:30am	11:30am	1:30pm	3pm

**FOR QUESTIONS OR TO REGISTER YOUR GROUP, PLEASE CALL EFSN AT 623.792.8604.**

