

Our Proven Approach

Snap! Mobile History

Cole Morgan saw something in 2014 that others were missing.

Group leaders — the administrators, coaches, and athletic and activities directors that make school programs run — were stretched far too thin. Whether it was raising funds for a successful season or navigating the necessary but burdensome managerial tasks that came with running a program, they needed a hand.

So he leaned on doing what he knew best: fundraising. Snap! Raise — and by extension, Snap! Mobile — was born. Over \$800 million raised, and 125,000+ programs assisted later, and we're still going.

Our ambition is to allow group leaders like you to guide our growth. Today our platform and products provide simple and dependable services — from online fundraising and spirit wear to program management and multilingual messaging — that athletic directors, coaches, teachers, band directors, boosters, and more need to build thriving programs.

We're always looking for new ways to support your important work to provide affirming and character-building experiences for high school students and athletes. We are relentless in that pursuit. In this guide, you'll find an overview of our solutions, our proven approach to supporting our customers today, and how we're looking to do so in the future.

A letter from our CEO

Back in 2014, I went across the country selling fundraising products to administrators, coaches, athletic directors, and group leaders. At each stop, I heard the same thing, “We like you, but what you’re selling isn’t working for us.”

One athletic director, in particular, told me, “Listen, my kids don’t want to sell the stuff you’re making them sell. My coaches don’t want to be responsible for it. My parents don’t want to buy it. It’s a burden for all of us. There’s got to be a better way.”

That’s why I started Snap! Raise — to help teams, clubs, and programs of all kinds raise the funds they need without having to sell products or go door-to-door asking for donations. Raise has been successful beyond my wildest dreams, with over \$700 million raised for over 100,000 organizations across the country.

Since those early days, we’ve been fortunate to be able to add more and more tools to better support group leaders, athletic directors, and their programs. An athletic director can now raise money for a program’s season, schedule an entire department’s games, and sell school-branded merchandise, all within the Snap! Mobile ecosystem. I believe we’re building something truly special — and we’re just getting started.

When group leaders and their constituents’ families see Snap! Mobile, I want them to know that we offer the support, understanding, and security that their kids need to grow and live the fulfilled lives. Thank you for being a part of this journey with us.



Cole Morgan



Raise up who matters most.

The leading group-based fundraising platform.

Group leaders use our platform to fundraise, track, manage, and report on their program funds, enabling them to build thriving programs.

Online Fundraising

Snap! Raise powers online fundraising, keeping you and your program safer than ever. Our platform and mobile app keep fundraising going without the need to meet in person, allowing you to skip the door-to-door and raise more with less effort.

Security & Compliance

We built our platform to process sensitive information, and keep your data secure through PCI DSS and Federal regulatory compliance. By implementing the right technical and organizational safety measures, Snap! Raise ensures the security of raised funds, and gets them to the right person when they need them.

Wide Reach

Snap! Raise campaigns raise more funds because of our powerful reach. With Raise, participants go well beyond their local neighborhood contributors and can even include international supporters — average donors live 276 miles away from their program's zip code.



The Snap! Raise Process

Save time and money.

We power online fundraisers using a tried and true process that eliminates the need to sell products or manage inventory. Raise more with less effort, and keep you and your program safer than ever.

Easy Setup

In a few brief steps, our Smart Setup Wizard gets you and your group ready to fundraise. Participants can download the Snap! Mobile app to join the fundraiser, send emails and text messages to donors, and share the fundraiser on social media.

Connect to Your Community

Communication within your group and with fans is ready to go. Gathering donations is as easy as hitting send.

Stay Engaged All Year Round

The Snap! Raise platform drives results starting with your 28 day fundraiser and is maintained with Snap! Store and other engaging opportunities.

The Snap! Raise Process

Features to ensure your fundraiser thrives.

We built Snap! Raise to help coaches, group leaders, district administrators, boosters, and athletic directors raise the funds they need quickly and easily. From smart campaign set-up and customizable website creation to team and fan gear, district-level reporting, and secure donor engagement — Snap! Raise has your group covered.

Customize your fundraiser

It's a snap to build a custom digital fundraiser for your team or group. In less than 10 minutes, a group leader can build a custom fundraising site using our guided Smart Setup process. Simply sign up, invite participants, and upload outreach contacts, all in a few clicks.

Download the Snap! Mobile app to access your fundraiser on the go.

Track progress, boost participation

With Snap! Raise, group leaders gain access to the industry's most sophisticated and evolving fundraising measurement platform for groups and teams. Our job is to ensure full transparency into every element of a fundraiser, from outreach to social sharing to email open rates, and individual donations.

Three cheers for fans

The ones who make it all possible deserve their say in the matter too. Our unique Cheer Wall on the website allows donors to leave custom messages to kids they support. Raising funds and morale has never been easier.



EARLY ACCESS

Early Access from Snap! Raise

Our “get your funds early” option for fundraisers.

They're your funds. We're just giving you Early Access to them.

Snap! Raise helps groups raise more money with less effort. But we know that you don't just need a fundraising partner; you need your funds now. That's why we offer Early Access to your expected funds.

Competition

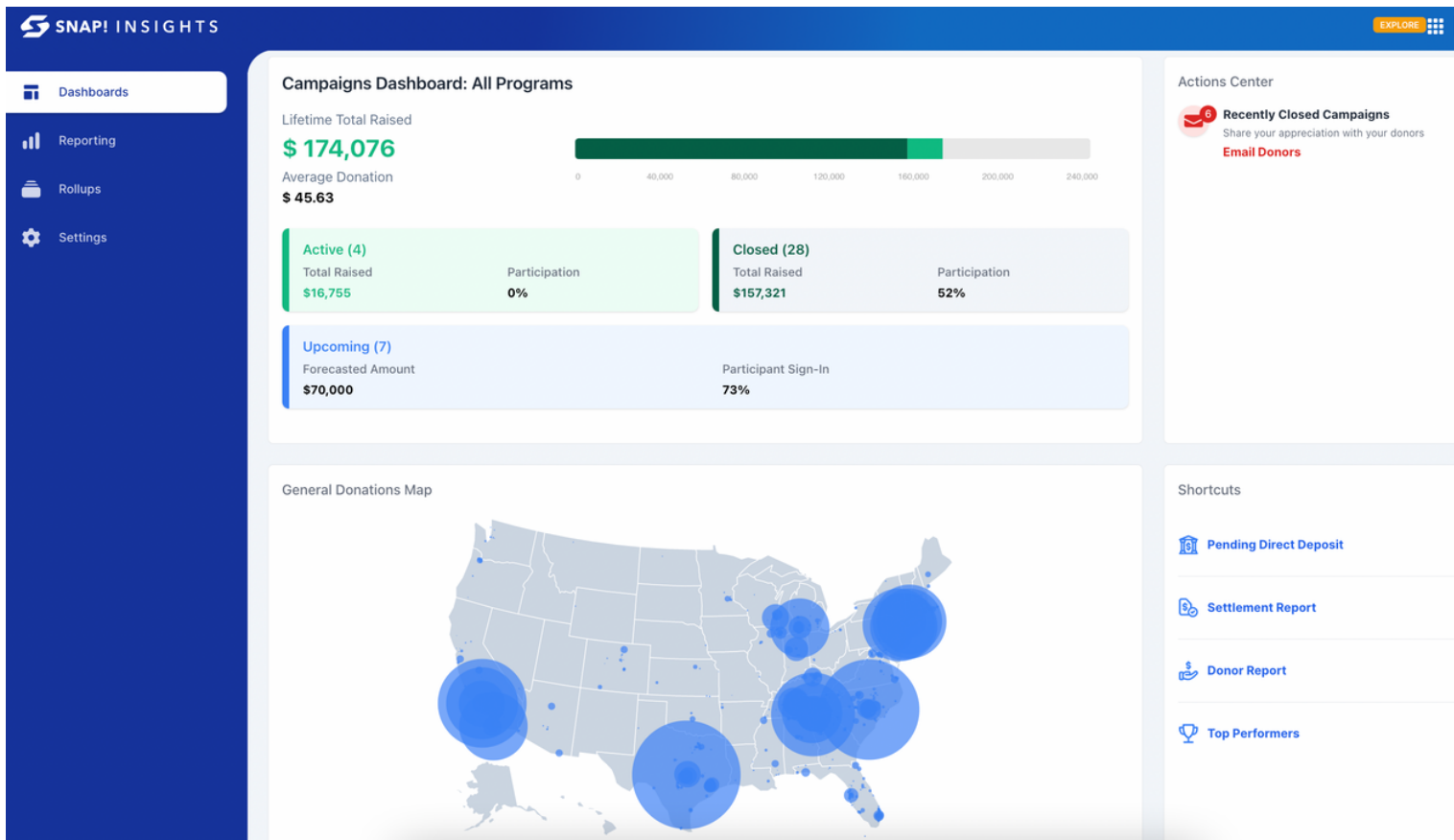
As your fundraising partner, Snap is there to support you when the unexpected happens. Gain an edge over your competition by being able to invest in your program before the season even starts with Early Access from Snap! Raise.

Flexibility

You don't have to wait until your next budget year or even your next fundraiser to make purchases for your program. With Early Access from Snap! Raise, you get the program funds you need now.

Practicality

No additional cost. We enable you to get access to your funds up to 6 months before your Snap! Raise fundraiser.



Snap! Insights from Snap! Raise

Get complete visibility into your fundraisers, both past and present.

Our all-in-one dashboard that offers complete visibility into your fundraisers, both past and present.

Powered by Snap! Raise, Insights is a comprehensive dashboard that displays everything about your fundraising campaigns – at no additional cost.

Manage with Transparency & Security

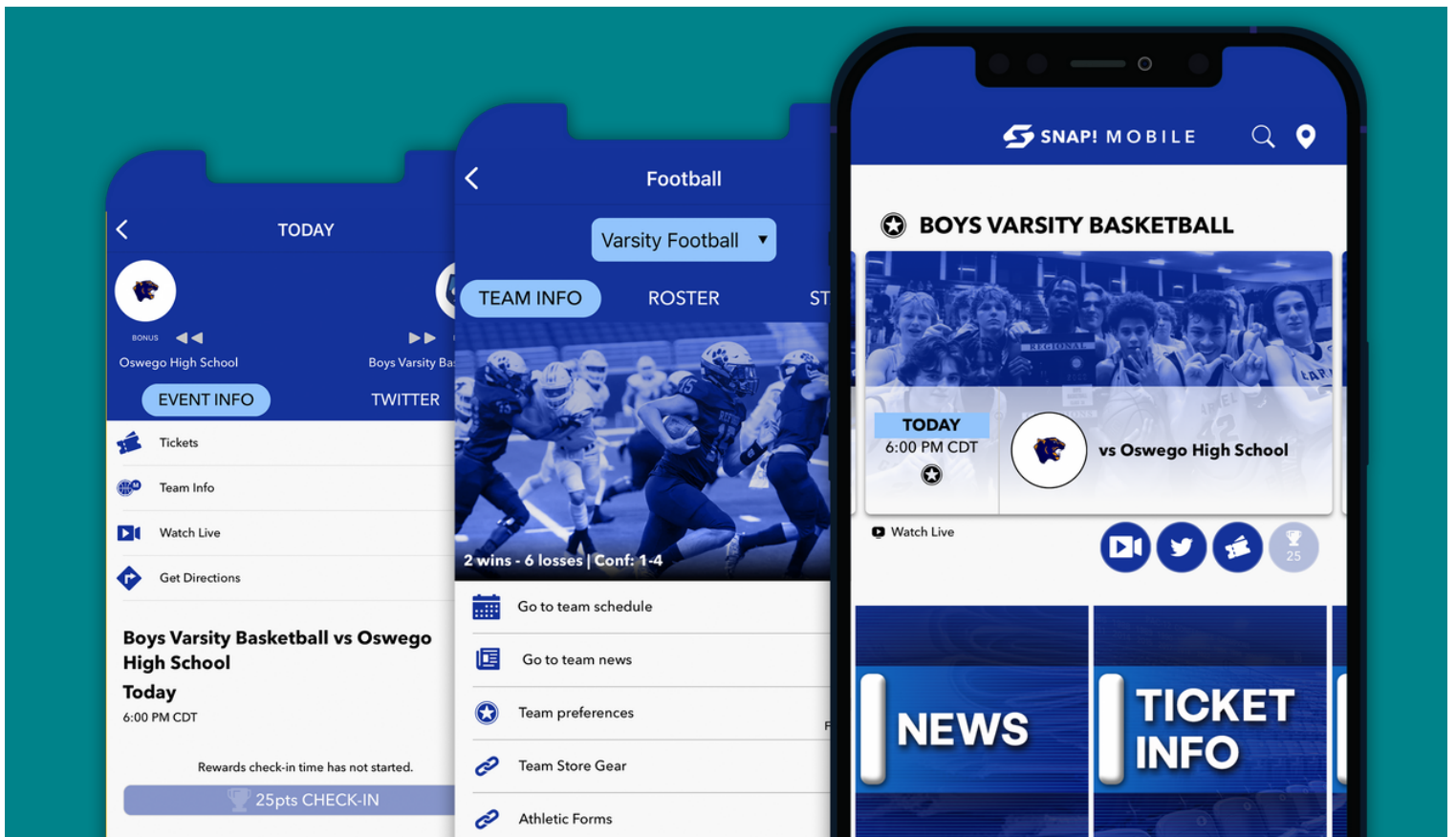
The Insights dashboard securely displays all records of your campaign supporters, donations, and funds raised. You can demonstrate equal opportunity fundraising with detailed reports that break down the numbers.

Full Administrative Control

You now get full administrative control over the community optics of your fundraising campaigns before they go live. Insights makes it easy to approve campaign messaging and ensure oversight.

Save Time & Effort

Plan and predict future fundraising by leveraging historical data from your previous campaigns. Download custom financial reports to deliver to administrators instead of having to create them yourself.



FanX

Connect with your
community effortlessly.

Centralized communication and fan engagement in a custom app.

Bring your community together and boost fan engagement with a custom-branded app for your school. Centralized communication allows you to save time while effectively sharing all the information your students, staff, parents, and fans need to know.

Engage Students

Reach your community with ease. With FanX, you can send targeted push notifications, publish schedules, post rosters, and update scores—it even features in-app streaming solutions. Streamlining all the information your fanbase needs in one central location keeps them updated and active, so they can better support your program.

Promote Activities

Get your fans excited about your program. FanX makes it simple to drive engagement with trivia and rewards, creating opportunities for your community to feel included in, and loyal to, your program. With an engaged fanbase, you can share all the details of upcoming events and direct your audience to purchase tickets and show their support.

Drive Revenue

Revenue is at your fingertips. From your custom app, you can manage digital ticketing, promote your fundraising campaigns, and place sponsor ads. Also, FanX Plus helps you save time and earn more. The app integrates with the technology you already use and updates automatically, so you only need to enter information once.



Build your brand.

Your online home for custom school spirit wear.

Promote your program in a click with custom school spirit wear that helps your community support what matters year-round.

Simplicity

Our team manages the online store, keeping it easy for you. That means we take the orders, manage your inventory, take payments, and ship directly to your customer.

Quality

We print on the products people want to wear from brands like Nike, Adidas, Under Armour, and more, giving your community a range of affordable premium merch to choose from.

Accessibility

We keep the store open 24 hours a day, 365 days a year, allowing you to consistently promote your program, and helping your community support you year-round.



Streamline administrative tasks.

The integrated scheduling, communication, and registration platform from Snap! Mobile.

Athletic or activities directors, coaches, administrators, and group leaders use our platform to handle their management needs.

Ease

Managing your department is hard enough as it is. We keep migration simple for you and offer to import your data and onboard all of your programs.

Efficiency

Our tools are designed to give departments like yours some much needed time back. Manage every aspect of your organization by bringing all your administrative needs into one place.

Accountability

Grant multiple levels of access and permissions across your department, enabling the right people to support you with the range of managerial tasks required of an AD.



**Safe and transparent
money management.**

Manage your program funds and support what matters.

Snap! Spend has processed hundreds of millions of dollars in payments for tens of thousands of teams, clubs, and organizations across the country. Use our Member FDIC platform for safe and easy management of program funds.

Simplicity

Groups like yours deserve access to world-class financial management that anyone can manage. Our intuitive, all-in-one platform is just that.

Transparency

We give groups and programs like yours the money management and budgeting tools to engage your stakeholders with financial transparency.

Accountability

We put effective financial oversight controls in your hands, enabling your group to responsibly manage money with confidence.

Thank you.

Our work at Snap! Mobile is never done. Our ambition to help group leaders and athletic directors fuels every action and decision we make, and we're honored that you trust us to help you reach your goals. As you continue to shape the next generation of leaders, athletes, musicians, artists, and more, we'll be right there with you.

From all of us at Snap! Mobile, thank you.

Support matters.

