

Shoparoo

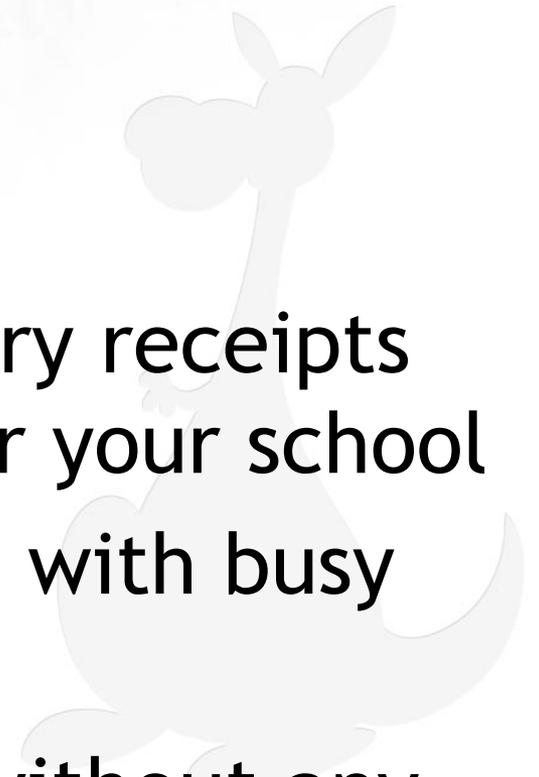
Hassle-Free Fundraising

2013 - 2014



What Is Shoparoo?

- A mobile app that turns grocery receipts into instant cash donations for your school
- Fundraising program designed with busy parents in mind
- Raises thousands for schools without any buying, selling, or collecting anything
- No limit to how much your school can raise
- Free, easy, safe and secure



How Does Shoparoo Work?

- Shoparoo is a free mobile application that turns pictures of grocery receipts into dollars for your school

1. Shop for groceries anywhere, buy anything



2. Take pictures of the receipts with the app



3. Your school earns money for each receipt image!



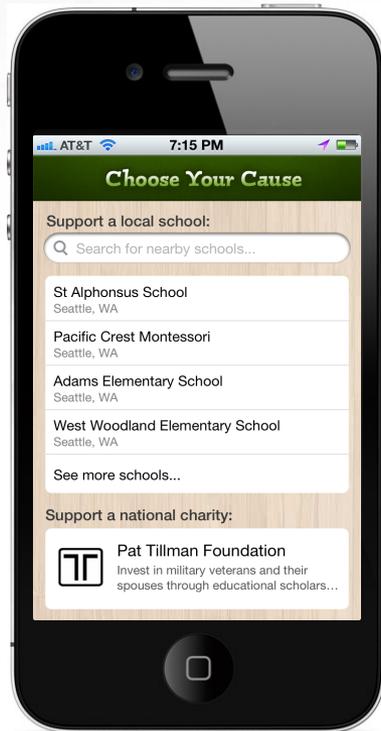
How To Get Started

1. Download the Free Shoparoo App in the App Store & Play Store



Simply search for 'Shoparoo' in the Apple App Store or Google Play Store

2. Select Your School



3. Take Pictures of Receipts!

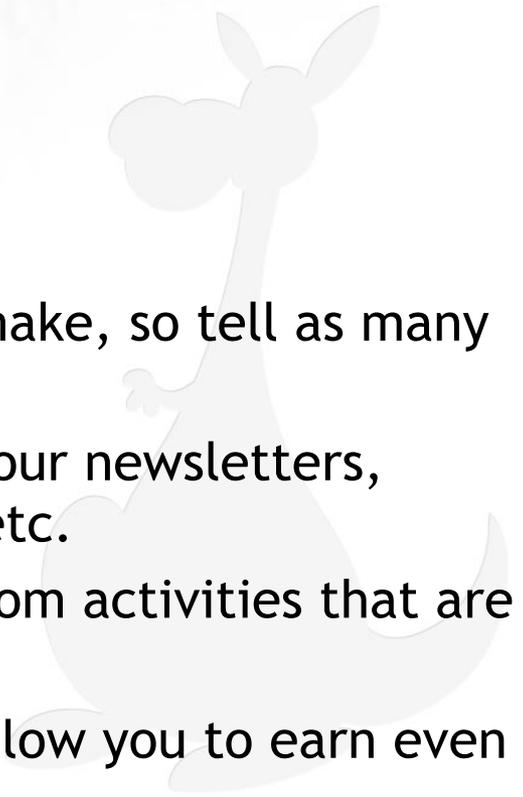


4. Watch your school earn money!

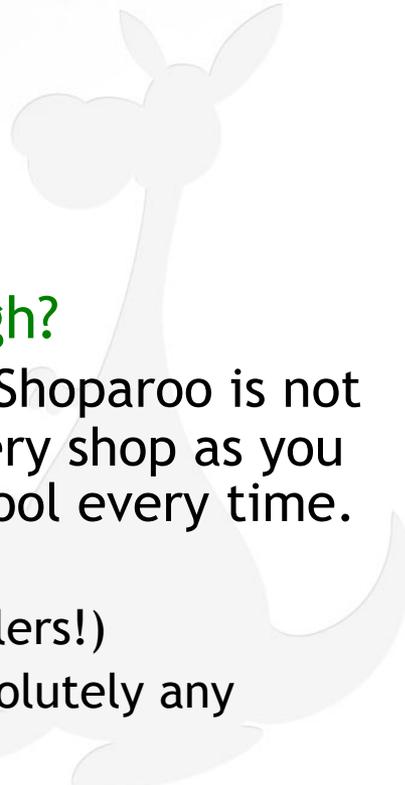


Help Your School Earn!

- There is no limit to how much your school can make, so tell as many people as you can!
- As a school, Shoparoo info on your website, in your newsletters, emails, talk about it at Back-To-School Events, etc.
- Encourage your teachers to leverage the classroom activities that are posted on Shoparoo.com/getstarted.html
- Participate in monthly Shoparoo contests that allow you to earn even more!
- There is a section in the app where you can email others to tell them about Shoparoo and earn extra donations for doing so!
- Post the 1-page Shoparoo flyer on the front of your school prompting parents to ‘Donate Receipts!’



Common Questions



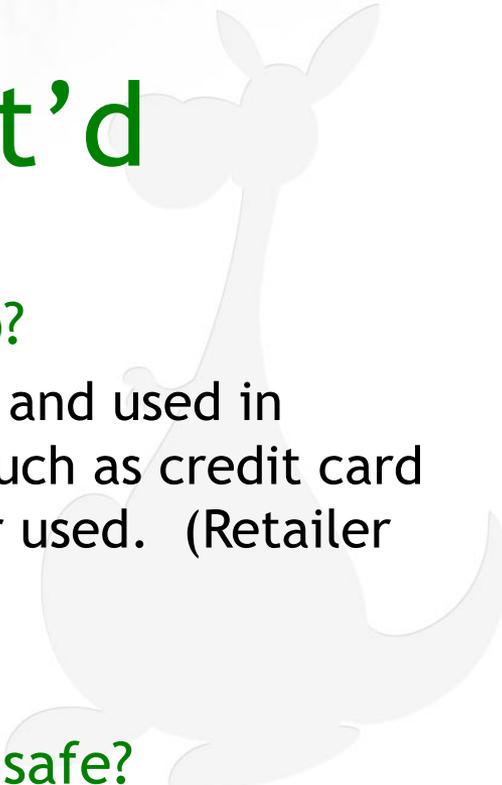
What Stores and Products can I earn money through?

- Any store that sells grocery products; any product. Shoparoo is not limited to certain stores, products or brands. Grocery shop as you regularly would, and you'll earn money for your school every time.

Here are some examples: (out of over 15,000 qualifying retailers!)

- ✓ Grocers - Kroger, Safeway, Publix, HEB, Food Lion and absolutely any grocery store - including your local mom & pop grocer
- ✓ Supercenters - Walmart, Target, Kmart, Meijer, and etcetera
- ✓ Clubs - Costco, Sam's Club, BJ's and any other club store that sell grocery products (even if you don't buy groceries when you shop there)
- ✓ Drug Stores - Walgreens, CVS, Rite-Aid, Jewel-Osco and any other similar store that sells grocery-like products - even a local drug store
- ✓ Convenience Stores - 7-Eleven, Circle-K, Wawa, Shell, BP and any other convenience store (as long as more than gas appears on the receipt)
- ✓ Dollar Stores - Dollar General, Family Dollar, & Dollar Tree plus many more
- ✓ Pet Supply Stores - PetSmart, Petco, and any others!

Common Questions cont'd



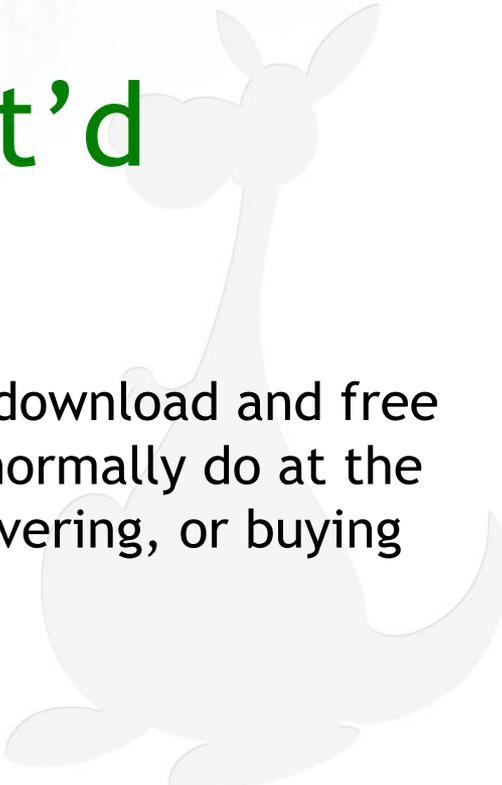
Where does the information on the receipts go?

- The information is made completely anonymous and used in market research reports. Personal information such as credit card numbers or phone numbers are not requested or used. (Retailer receipts already mask this information.)

I'm concerned about my personal data...is this safe?

- Yes, Shoparoo is safe. All participants can remain anonymous and privacy is 100% in their control. Participants are not required at any point to share or provide their name or credit card information. Participants can always cross-out anything they'd like to on a receipt before taking a photo of it.

Common Questions cont'd



How much does this cost?

- Shoparoo is completely free. The app is free to download and free to participate in. You simply buy whatever you normally do at the store. No time or money is wasted clipping, delivering, or buying things you didn't want in the first place.

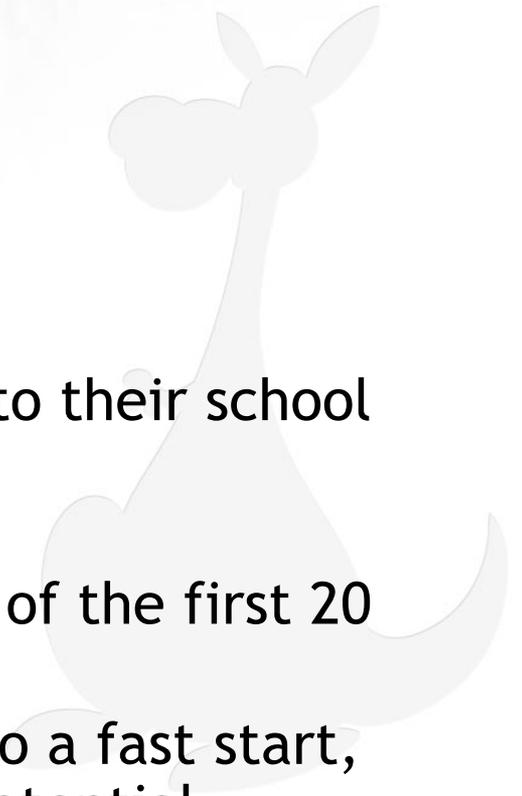
How much do we make with each receipt?

- With active participation from your parents, your school can make thousands of dollars each year. The average receipt is worth \$0.05 (up 50% from last year), with the amount varying based on the total purchase amount. Submitting receipts weekly and consistently results in bonus donations & special offers to earn even more for your school.

First 20 User Bonus

What's the deal?

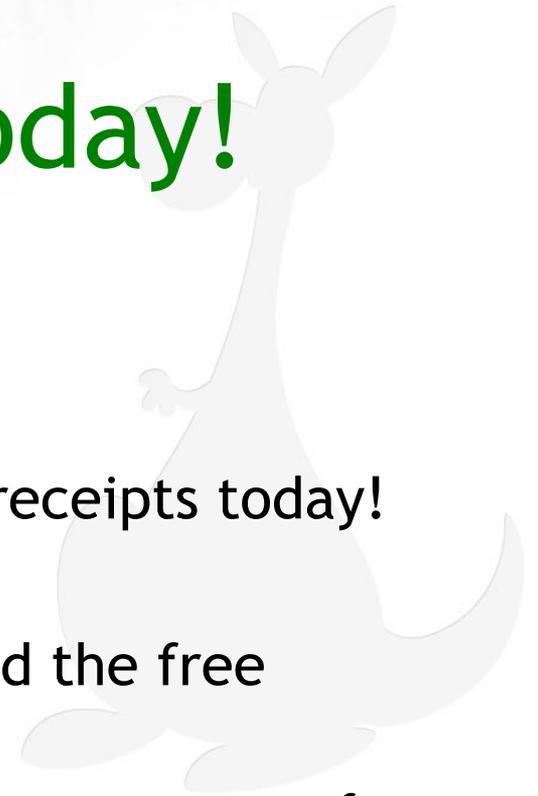
- The first 20 supporters to donate a receipt to their school will earn an instant \$1 bonus donation
 - Applies to new users beginning August 1st, 2013
- Be sure to invite friends so they can be one of the first 20 users and get that additional \$1 bonus
- Not only does this help your school get off to a fast start, but it also increases your ongoing earning potential throughout the year
- Have a good idea for a contest that you think will promote participation? Send us a note and we'll see if we can get help support it!



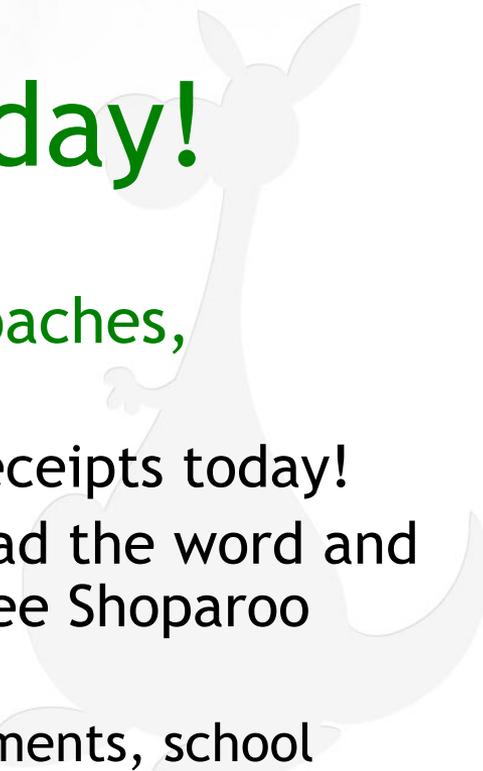
Parents: Get Started Today!

Parents, Classroom Leaders, etc:

- Download the app and start donating your receipts today!
- Spread the word and get others to download the free Shoparoo App!
 - Invite friends within the app and you'll earn extra money for your school with every successful registration
 - Even if your friend chooses to support a different school or charity!
 - Tell friends and parents at other schools about Shoparoo so they can raise money for their school too!



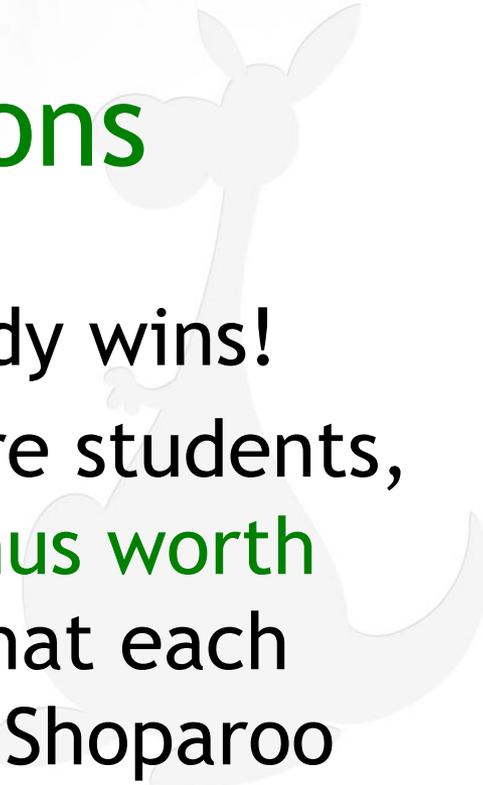
Schools: Get Started Today!



PTA / PTO Leaders, Principals, Teachers, Coaches, Superintendents, etc. :

- Download the app and start donating your receipts today!
- Identify a Shoparoo Champion will help spread the word and encourage parents to download & use the free Shoparoo app!
 - Use email, Facebook, newsletters, announcements, school websites and Back-to-School nights to get the word out
- Post the Shoparoo flyer on the school's front door and/or office door
- Follow Shoparoo on Facebook for regular updates, bonus contests, ideas to drive engagement & more!
www.facebook.com/shoparoo
- Contact us to great a district-wide competition with guaranteed bonus cash (up to \$10,000) to the top school

District-wide competitions



- When schools compete, everybody wins!
- If your district has 10,000 or more students, you could **earn a guaranteed bonus worth thousands of dollars** on top of what each school will already earn through Shoparoo
- All you need to do is encourage parent participation at each school in the district
- **Contact us at shoparoo@shoparoo.com to set up your district-wide competition**

Happy Fundraising!

- Remember - Shoparoo is designed to be hassle-free! Once you take your first receipt picture you will see how easy it really is!
- Like us on Facebook or follow us on Twitter to be made aware of important updates and additional ways to raise money
- Get other schools in your district participating in Shoparoo for a district-wide bonus - email us for details
- Questions: Contact us at shoparoo@shoparoo.com

