



Fundraising with PepTown: Quick Start Guide

PepTown™ is a new, simple, and fun way of raising funds for high school teams. The steps below outline how to get started using PepTown at your school.

STEP 1: DOWNLOAD THE APP

It's free for iPhone and Android. Once installed, select "Find My School". If you are one of the first in your community to use PepTown, there won't be a lot of school and team information available yet.



PepTown is a "crowd-sourced" platform, which means *anyone* (including you!) can contribute information. Give it a try.

STEP 2: RECRUIT VOLUNTEERS

Ask for help with contributing information and raising awareness. Potential volunteers include booster club members, parents of athletes, local sports enthusiasts, and even the athletes themselves.



Be sure to have volunteers reporting at games with live score updates, photos, etc.

STEP 3: SPREAD THE WORD

Tell the community about PepTown. This can be done in many different ways including email, Facebook, Twitter, school newsletters, and simple "word of mouth". The more people you get using the app, the higher overall fundraising potential.



Highlight that the school will receive 90% of all donations, much more than traditional fundraisers!

STEP 4: ENCOURAGE PERSONAL SPONSORS

Personal sponsors can be parents, grandparents, neighbors, or anyone who wants to "shout out" their support. Sponsorship takes place within the app, by first tapping the desired sponsorship location.



Athletes can help by spreading the word to their own family and friends.

STEP 5: ATTRACT BUSINESS SPONSORS

Business sponsors will often be those in the community who have contributed to past school fundraisers. Let them know of this new opportunity and ask for their support.



As popularity of the app within the community grows, point out to businesses that a sponsor message in PepTown is real-time marketing to their customers.