



EASY TO RUN.

BUILT TO RAISE MORE.

**The Community Perks Fundraising Platform
A Guide for Fundraising Coordinators**

Welcome to Community Perks — an easy-to-run fundraising program designed to help organizations raise more and strengthen community connections.

With up to **70% profit**, Community Perks is a simple and impactful way to reach your fundraising goals by connecting your cause with local businesses that are proud to support their communities.

We provide fundraising groups with high-end coupon booklets featuring valuable deals from 25–50 local, family-friendly businesses, including restaurants, shops, and fun activities. Total savings per booklet averages between \$500-\$1000 and the sale price of each booklet is \$10.

Why this Guide?

We understand that fundraising coordinators are often dedicated volunteers balancing many responsibilities with limited fundraising experience, and limited time to plan and manage a campaign. This guide was created to simplify the process and help coordinators maximize their campaign results, making it possible to **raise more** for their cause with **minimal time and effort**.

4 Simple Steps to Create and Run Your Campaign

Step 1: Submit a Fundraising Request

The first step to begin a Community Perks fundraiser is to submit a [Fundraising Request](#) through our website. In the form, you'll share your organization and preferred timing. If your group and timing are a good fit, we'll follow up to share next steps.

Step 2: Promote

We make promoting your fundraiser easy with ready-to-use email and social media templates. Thoughtfully developed to engage supporters and drive results, these resources help you promote your campaign with confidence throughout your chosen campaign period, with minimal time and effort.

Step 3: Deliver

Complete this stage at the end of your campaign period. Here you'll ensure Community Perks booklets are distributed to supporters. For printed booklets, this means organizing and handing out physical booklets; for fully digital campaigns, it means confirming supporters have received access to their digital booklets.

Step 4: Thank

At the end of your campaign, thank your supporters. We'll again provide ready-to-use email and social media templates to help you express appreciation, share the impact of their support, and close out your campaign on a positive note.

FAQ

What types of organizations can use the Community Perks fundraising platform?

Any nonprofit organization can use the Community Perks fundraising platform to raise funds. This includes schools, community leagues and associations, sports clubs, animal rescues, and other nonprofit organizations.

Why choose Community Perks over other fundraising platforms?

Community Perks has been thoughtfully engineered to generate higher profits than comparable programs. Our program is designed to deliver up to 70% profit while requiring less time and effort, with no fundraising experience needed.

What is the best time of year to run a Community Perks fundraising campaign?

While fall is the most popular time to fundraise, Community Perks campaigns refresh every season, with Spring, Summer, Fall, and Winter campaign periods. Many organizations choose to run multiple campaigns throughout the year, with some participating quarterly.

What is the lead time to be able to run a Community Perks campaign?

We can often support [fundraising requests](#) with as little as 4-8 weeks notice, but to secure your preferred timing, we recommend booking with as much advance notice as possible.

How long does a Community Perks campaign run?

We recommend running campaigns for 2 to 4 weeks, but each organization can choose the length that works best for them.

What types of businesses are included in Community Perks fundraising coupon booklets?

All businesses must meet strict criteria to be included in Community Perks fundraising coupon booklets:

- Family-friendly, trusted, and brand-safe.
- Brick-and-mortar storefront located on a public retail or commercial property.

Since business participation varies from region to region, no two booklets are the same, but sample booklets from previous fundraisers can be made available upon request.

Are there any restrictions on how funds raised through Community Perks may be used?

No. Funds can be directed where they're needed most, at the fundraising organization's discretion.