



Dear Program Leaders of USASoccerWins:

Thank you for your service to our soccer players and for hearing me today.

We have just made your fundraising so much easier.

Since the ALS ice-bucket challenge success it has made all organizations rethink how they connect with the younger generation. We believe we have found the answer in our USASoccerWins Passport to Savings Mobile Application, [www. USASoccerWinsmobile.com](http://www.USASoccerWinsmobile.com). One of the big takeaways is the power of individuals, who are so tightly connected to an activity, can really make a difference while selling savings.

USASoccerWins is grateful to have the support of over 5000 Colorado merchant offers in the fundraising campaign called, USASoccerWins **Passport to Savings**.

It's time for us to educate you, our leaders, volunteers and parents, on the app sales process for the players.

The App and its Merchant Partners have given USASoccerWins programs a product that keeps on giving and in turn our donor has the ability to do the same through what we refer to as "compound giving". This is an ongoing, residual and renewal income stream enabled through this remarkable fundraising platform. What this pioneering Mobile App Technology provides each and every school activity or program that signs up is something that cannot be matched in any fundraising arena. It also gives the donors a powerful tool to save money, and our activities leaders and volunteers an easy platform to raise funds and awareness.

The USASoccerWins Mobile App was designed to provide multiple ongoing giving channels, e.g. during the purchase, extra donation, at redemption, Plu\$1, \$2, \$3, or \$5, and at yearly renewal, so the campaign and fundraising goes on well after the sale. This letter and our Landing Page located at [USASoccerWins.com](http://USASoccerWins.com) will help educate you on this amazing technology and how easy it is to train your sales force.

Obviously the easy sale is that the donors save hundreds and potentially thousands a year as they defray the costs of app and donation with every coupon redemption. Also the technology that is in place makes it very convenient to sell, refer, and gift the app through social media or door-to-door on a year round basis. The tracking codes and compliance are state of the art and have the ability to monitor sales for every territory so your activity funds are protected. We can even track every player's individual sales for you.

The platform has been so well received that we have some merchants generously providing what we call a "Golden Egg" deal that pays for the app on the first redeem. In some cases, such as our sponsor, Copper Mountain, the deal provides value several times the cost of the app. Businesses are coming on to the App daily so the coupon book grows and does not shrink like paper coupon books. Deals are categorized and provided in the palm of the hands of the donor, so they are carried with them everywhere they go.

All academic, and athletic programs are encourage to use this platform. Just go to our Landing Page and Click "Fundraiser Register".

If you know any merchants or businesses that would appreciate being a part of a program that sponsors USASoccerWins, please have them go to [USASoccerWins.com](http://USASoccerWins.com) and register as a merchant on the **Become a Merchant Tab.**

Never before has USASoccerWins had so many businesses backing our organization district. We look forward to a successful launch and ongoing campaign in partnership with your community conscious merchants.

Cheers to an incredible campaign!

Sincerely,