



HOW TO FUNDRAISE WITH LKW

STEP by STEP

1. SIGN UP!

- A. At LuckyKatWorld.com, click on **School Fundraising** in the footer
- B. Click on the **SIGN UP** button and fill out the form on behalf of your school
 - a. You will be able to select automatic deposits into your school's designated bank account or physical check payments. There is a small processing fee for physical check payments.
- C. LKW will send you an email confirming your approval into the LKW fundraising program
- D. Once your account is approved, **LOGIN** to your account using the username and password you selected during the sign up process. There, you will find your special link which is called a standard linking code.

2. PROMOTE YOUR LKW FUNDRAISING PROGRAM!

THIS IS THE MOST IMPORTANT STEP in the LKW FUNDRAISING PROCESS!

- A. Banners - You will find various sizes of web banners in your fundraising account. These banners can be placed on your school's website or any entity's website that supports your school. Be sure any person who places banners on a website, uses your school's special link so LKW can track the purchases made on your behalf.
- B. Flyers – You will find various b/w and color flyers you can use to promote your LKW fundraising program in your fundraising account. Select the flyer you would like to use, double check to make sure the URL is your school's designed URL, print and distribute.
- C. Sample Text and Email Messages – You will find sample text and email messages you can use for your school in your LKW fundraising account.
- D. Promote your LKW fundraising program everywhere you can! Every membership purchased through your school's special link will increase your earnings! If your school utilizes social media, promote your URL and ask parents to share your link!

3. VIEW YOUR EARNINGS

- A. Every purchase made on your behalf will be noted in your fundraising account. You will be able to watch your fundraising dollars grow by simply logging into your account.
- B. LKW will disperse earnings on a monthly basis if you choose to be paid through PayPal. Earnings paid through automatic deposits will be dispersed within 10 business days following the 30th of each month. Earnings paid through physical check payments will automatically be dispersed within 15 business days following the 30th of every other month.
- C. Physical check payments require \$50 minimum earnings for auto-pay. If your school has less than \$100 earnings for the designated period, you may request a check payment or wait for your balance to exceed \$100 and a payment will then be automatically sent at the end of that calendar month.
- D. Need a physical check sooner to cover an event? Give us a call! We're happy to try and accommodate your needs as best we can.

IMPORTANT

Every one of your supporters must use your special URL when they sign up for a free or paid account. This is how LKW will track the purchases made on your school's behalf.

Example special link ...

<https://luckykatworld.com/101-2-3-3.html>

(Your webmaster can also take that link and turn it into something more specific to your school such as luckykatworld.com/Jefferson)

How much do LKW memberships cost and how much does your school earn?

- 1 month - \$ 6.99 / your school receives 20%
- 3 month - \$16.99 / your school receives 30%
- 6 month - \$29.99 / your school receives 40%
- 12 month - \$47.99 / your school receives 50%

Questions? Contact LKW at 855-LK-4-KIDS (855-554-5437) or fundraising@LuckyKatWorld.com.