



# WEBSITE RE-DESIGN

Re-design for Generate4Schools (G4S) within Wordpress. Site was changed to reflect an updated look and new messaging for the company.

Original Design (Inner Page)

HOME PAGE SOLUTIONS FAQ ABOUT NEWS CONTACT US

## 1 About GenerateForSchools

You are here: Home » About GenerateForSchools

GenerateForSchools helps local businesses lower credit card fees and re-direct the processing commissions into school budgets. This program is an automated solution that provides unrestricted and recurring revenue to schools, and eliminates the constant struggle associated with event-based fundraising. GenerateForSchools will change the way you think about fundraising.

### Traditional Fundraising

Consider the typical fundraising drive: The bake sale, the car wash, the child-made school calendar. As far as fundraising goes, all these are well known approaches. And for good reasons: Bake sales build community. Kids' calendars are cherished. But in this age of budget cuts, are these efforts enough?

### Generating Funds for Schools Automatically

GenerateForSchools gets the community involved to raise funds automatically. Here's how it works: local Businesses and shoppers become your school's donors. Funds come from a portion of every transaction fee on every credit card or debit card purchase. (See Diagram Here)

### Supporting Local Business

Most local businesses want to do more for their community's schools. Now they can—while helping themselves, too. GenerateForSchools pairs education foundations with local commerce. GenerateForSchools finds the lowest transaction fees for businesses, who in turn gain recognition for helping schools. After all, people choose businesses that support the community—everyone wins.

### Leadership Team

GenerateForSchool's leadership team is composed of industry professionals in digital media, merchant services and education fundraising who are passionate about philanthropy, and building sustainable revenue sources for public education. The real heroes of GenerateForSchools are the people who are committed building a vibrant community based around strong education and strong business; these are the parents, the business owners, the education foundations, the PTOs and PTAs, all of which, are helping build a better path to funding children's education.

John Malone  
CEO/Founder  
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Inner Pages (after re-design)

1.800.868.1716

**Generate4Schools™** Home [How It Works](#) Sign Up About Us Contact Us



No matter the size of your business community, GenerateForSchools can create new cash flow for your school.

Our Automatic Fundraising Program is done in three easy steps. See below for the details of the campaign process.



1. Contact

- All we ask of you is to fill out a Registration Form and make a VIP List of 5 Businesses (folks you know, supporters or friends of your school).
- First, we make a list of every business in the community, and refine it to those who best fit the Program. *The full business list is made available, free of charge.*
- We send an email to both lists, inviting the businesses to join.



2. Connect

- Next, we create a custom webpage for your school, designed to explain the Program to the businesses, while offering some background and testimonials.
- You'll receive Community Engagement Report detailing the email opens, click throughs, and how many times your custom webpage has been viewed.



3. Convert

- Finally, we make personal invitations by phone. Our call center representatives take the time to switch businesses over to GFS.
- As each business joins, your school gets \$100. Right away, every time.
- Ongoing donations of \$20.14 are made automatically, month after month, on behalf of each business that joins. It's that easy!

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## Partnering With GenerateForSchools

WHAT CAN GENERATE FOR SCHOOLS DO FOR YOU?

The GenerateForSchools Program has benefits for many different types of organizations. See the table below or give us a call to learn how we can help you.

- School Fundraising Product Distributors
- Web-Based Fundraising Initiatives
- Small Business Alliances
- Banks and Credit Unions

Distributors Web-Based Fundraising **Small Business Alliances** Banks and Credit Unions

Small Business Alliances

Alliances, coalitions and other groups of active, intelligent businesses benefit greatly from the impressive rates offered by GenerateForSchools. Get your group involved to generate revenue for their favorite causes while saving serious money on processing fees.

