



# FUNDRAISING UNIVERSITY

F R A N C H I S I N G

Introductory Presentation





## FUNDRAISING U SUMMARY

Our Vision: Unify Teams, Fuel Programs & Create Lasting, Positive Change for Communities

- ★ Brand that gives back – Equip students, coaches & communities to dream big, raise more, work smart
- ★ Low start up, low overhead, Up & Running in 60-90 days
- ★ High Revenue Potential, Strong Returns
- ★ 0-1 Employees to start, Home-Based Business, Family-Fit Schedule with light Summers & Holidays
- ★ Proven, Simple Sales System that drives Recurring Revenue
- ★ Extensive training, Full Marketing Support, Robust Technology Systems
- ★ Franchise FastLane driving Development

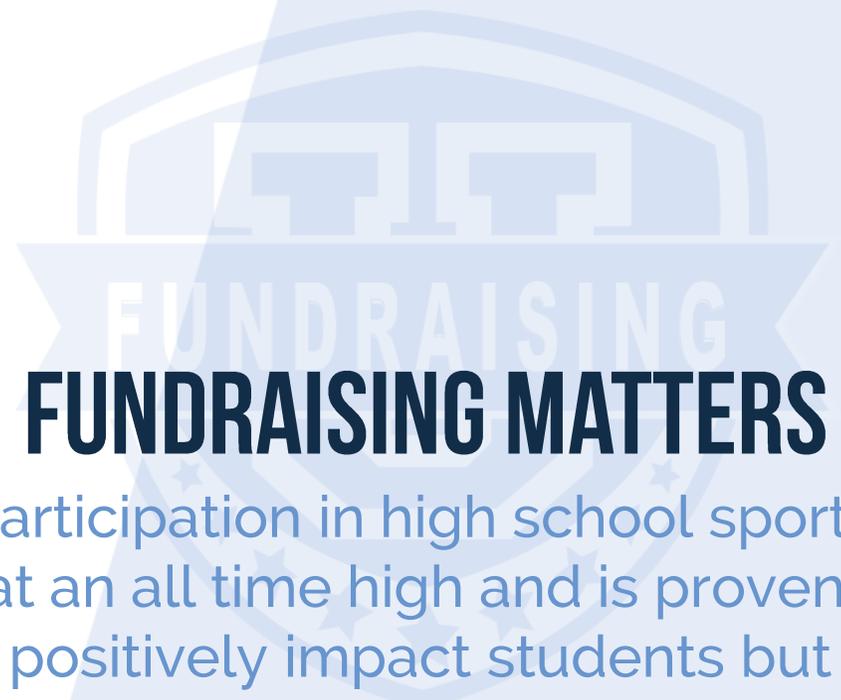




# AGENDA

- ★ Fundraising Matters
- ★ Fundraising U is Positioned & Ready
- ★ About Fundraising U
- ★ How Fundraising U Works
- ★ Fundraising U Financials
- ★ Franchisee Support
- ★ Fundraising U Gives Back





# FUNDRAISING MATTERS

Participation in high school sports is at an all time high and is proven to positively impact students but funding can't keep up.

FRANCHISE FASTLANE, LLC ("FFL") is a franchise seller/broker representing FUNDRAISING UNIVERSITY ("FUNDRAISING U"), a Kansas corporation at 711 West 151st Street #36, Overland Park, KS 66223, 800-217-1962. This presentation and the franchise sales information do not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. The communications on this web site are not directed by us to the residents of any of those states. Moreover, we will not offer or self franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.

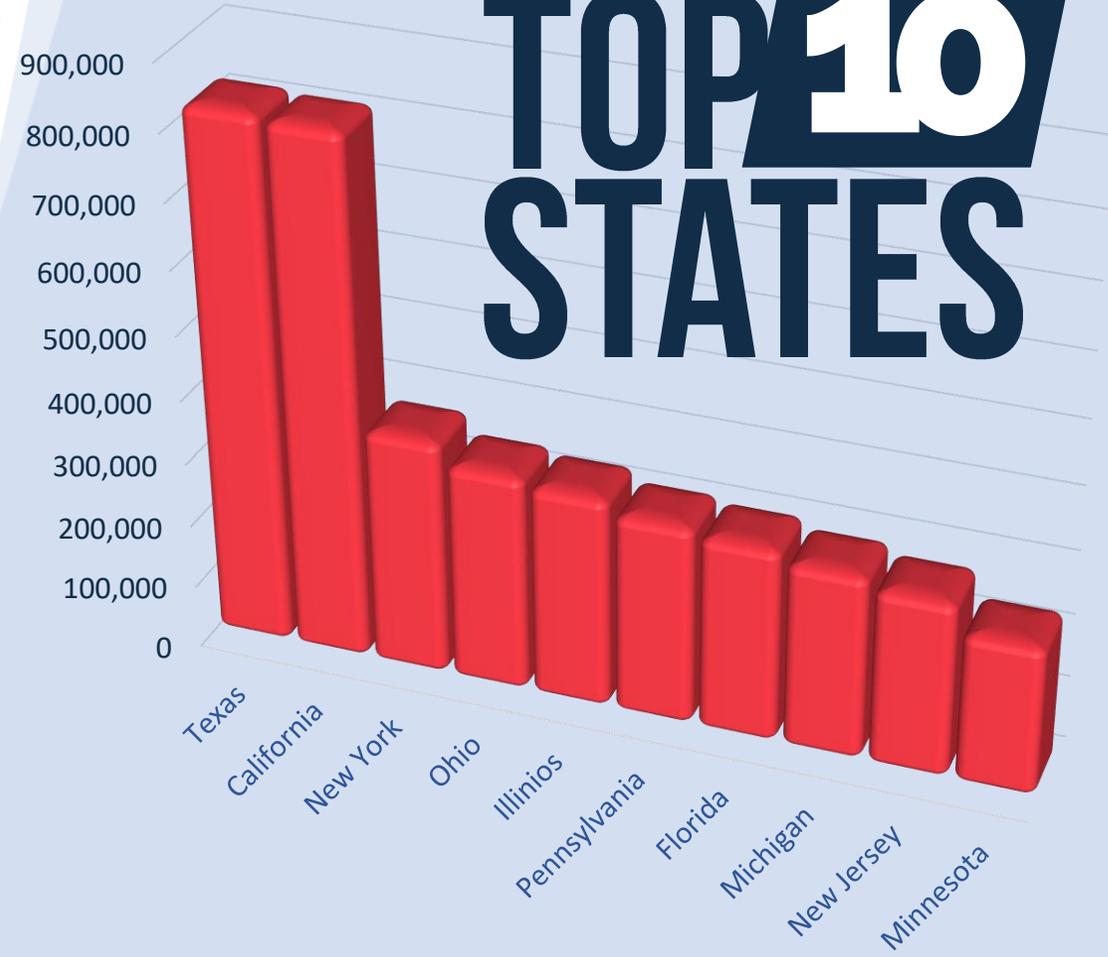


# FUNDRAISING MATTERS

## Nationwide Participation in High School Sports Continues to Rise

- ★ The National Federation of High School Sports (NFHS) reported the 29th consecutive year in significant participant increases
- ★ Total Highschool Sport Participation has reached 7,980,886

# TOP 10 STATES



\* NFHS News: High School Sports Participation Increases for 29th Consecutive Year (Sept 11, 2018)





# FUNDRAISING MATTERS

## Boys' Participation in High School Sports Continues to Rise

- ★ Boys participating in high school sports – 4,454,580
- ★ Boys' top three sports are Football, Track, Basketball
- ★ Sports that drove the highest increases for boys in 2018: Soccer, Cross Country, Volleyball, Golf

# BOYS' SPORTS PARTICIPATION



\* NFHS News: High School Sports Participation Increases for 29th Consecutive Year (Sept 11, 2018)



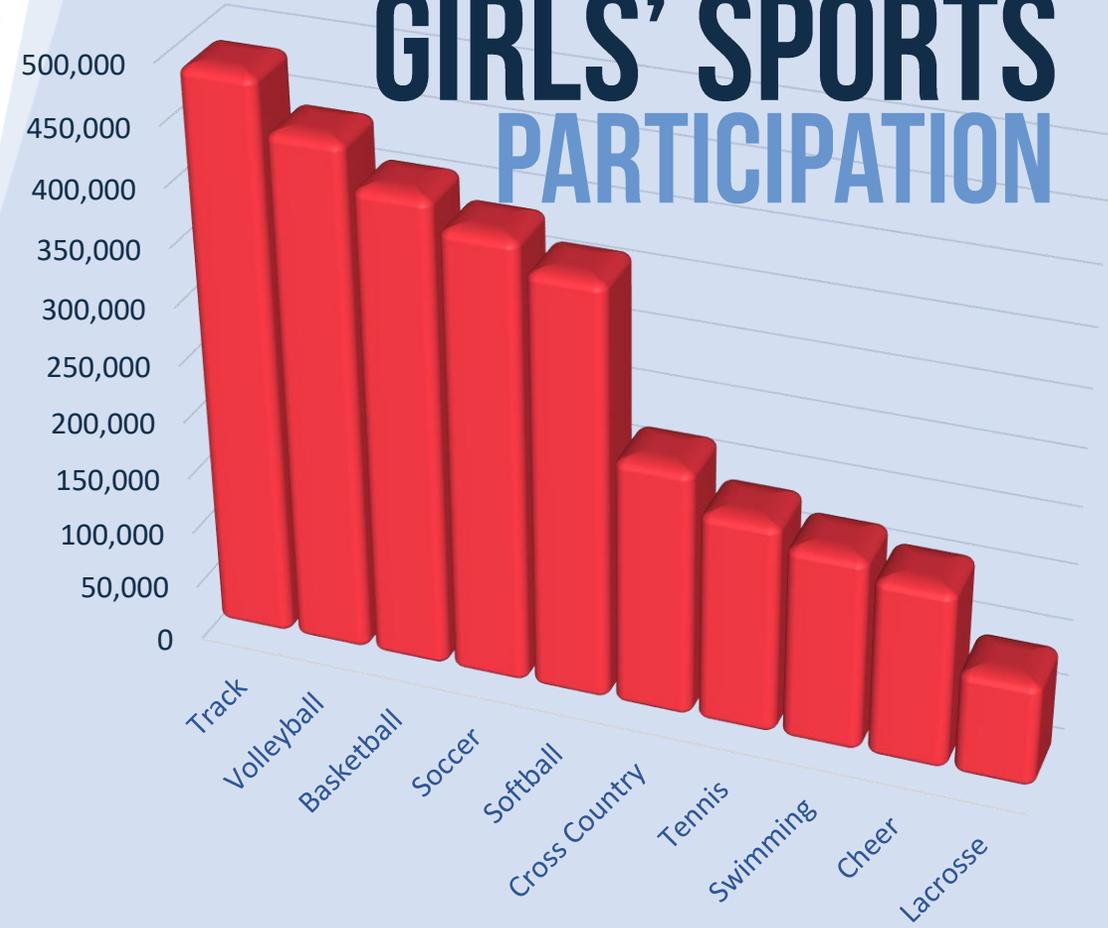


# FUNDRAISING MATTERS

## Girls' Participation in High School Sports Continues to Rise

- ★ Girls participating in high school sports – 3,415,306
- ★ Girls' top three sports are Track, Volleyball, Basketball (see chart)
- ★ Sports that drove the highest increases for girls in 2018: Cheer, Swimming, Lacrosse, Golf

# GIRLS' SPORTS PARTICIPATION



\* NFHS News: High School Sports Participation Increases for 29th Consecutive Year (Sept 11, 2018)





# FUNDRAISING MATTERS

## High School Sports Positively Impact Students

Public School Review reports ten key benefits of high school sport participation:

- ★ Community Representation
- ★ Fitness
- ★ Improved Academics
- ★ Importance of the 3 P's (Persistence, Patience, Practice)
- ★ Teamwork & Cooperation
- ★ Positive Mentors
- ★ Social Relationships
- ★ Leadership Skills
- ★ Time Management
- ★ Success Mindset





## FUNDRAISING MATTERS

### School Funding Can't Keep Up

“ Budgets are tight in school districts across America, and when money becomes scarce, tough decisions have to be made. For some schools, the cuts may come in the athletics departments, with a number of districts threatening to significantly decrease the athletic programs available to students or do away with sports altogether. While this is not a choice most schools want to make, what other options do they have when the money simply isn't there? ”

\* Public School Review, Hello Budget Cuts, Goodbye Sports: The Threat to Athletics (March 7, 2018)





# FUNDRAISING MATTERS

Parent Budgets Can't Keep Up

## MIDDLE-CLASS AND POOR KIDS ARE DITCHING YOUTH SPORTS

By Aimee Picchi

Updated on: August 15, 2019 / 12:35 pm / MoneyWatch

- ★ Youth sports in the U.S. are diverging according to income—more middle- and lower-income students quitting athletics while participation among wealthier children is rising.
- ★ The typical family with kids who play sports spends about \$700 a year on fees, equipment and more, but some spend up to \$35,000.
- ★ More public schools are also charging "pay-to-play" fees, pricing out some families.
- ★ Wealthier families often spend more on kids' sports in hopes of securing college admissions for their children.

\* CBSNEWS, Game over: Middle-class and poor kids are ditching youth sports (August 15, 2019)





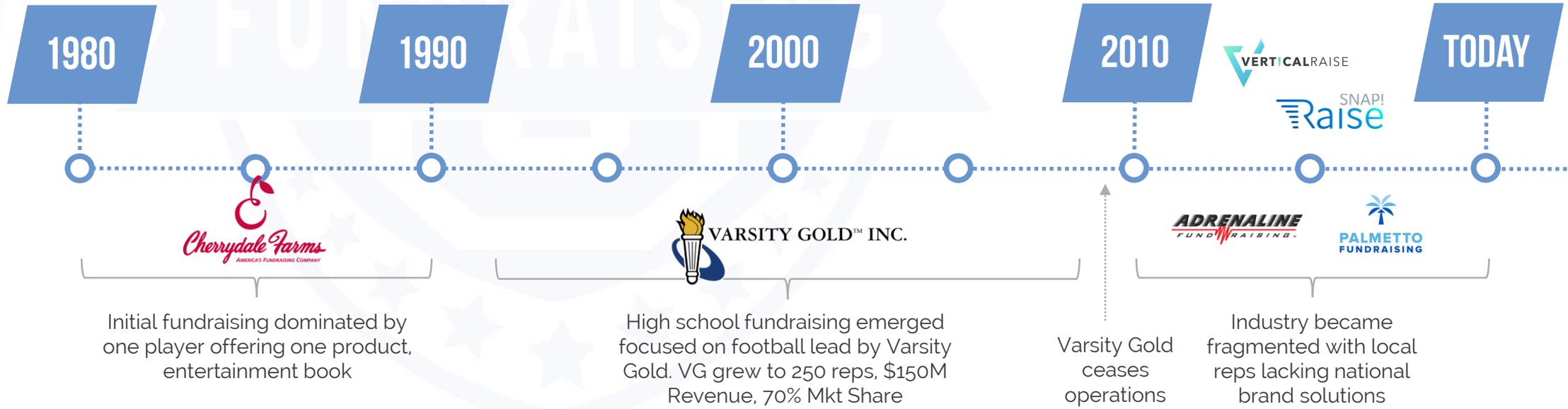
# FUNDRAISING MATTERS

## The Need for Fundraising is Real

- ★ Fundraising is an \$800M Industry!
- ★ History was led by a couple large, national players but now the industry is highly fragmented and in need of a national brand leader.



There is a need for a national fundraising brand





“ Working with Fundraising University

has been a blessing. We have been able to raise much needed funds for our program, but we have done so in away that is consistent with what we already do. And the best part is that we have been (for 2 years straight) able to raise over \$200 per player in our program without much of a time requirement from our coaching staff.

Mark Rabbitt | Head Boys Basketball Coach  
Blue Valley Southwest High School



# FUNDRAISING U IS POSITIONED & READY

## Nationwide Growth Through Franchising

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# FUNDRAISING U IS POSITIONED & READY

## Nationwide Growth Through Franchising

- ★ Launched in 2009, already the industry leader servicing 8 states
- ★ Founder is a 17-year fundraising industry veteran
- ★ Brand that gives back – Equip students, coaches & communities to dream big, raise more, work smart
- ★ Program designed so franchise owners follow defined steps to plan, execute and repeat successful fundraising that coaches/students look forward to year after year
- ★ 0-1 Employees to start, Home-Based Business
- ★ Low start up, low overhead, up & running in 60-90 days
- ★ Extensive training, Full Marketing Support, Robust Technology Systems
- ★ Proven, Simple Sales System drives Recurring Revenue
- ★ Strong Returns





“ Fundraising University is the best fundraising company I have worked with. Our first year we raised over \$24,000 then \$35,000 the second year with Fundraising University.”

Daryl Patton | Head Coach  
Fayetteville High School Football



# ABOUT FUNDRAISING U

## Our Leadership, Vision & Values

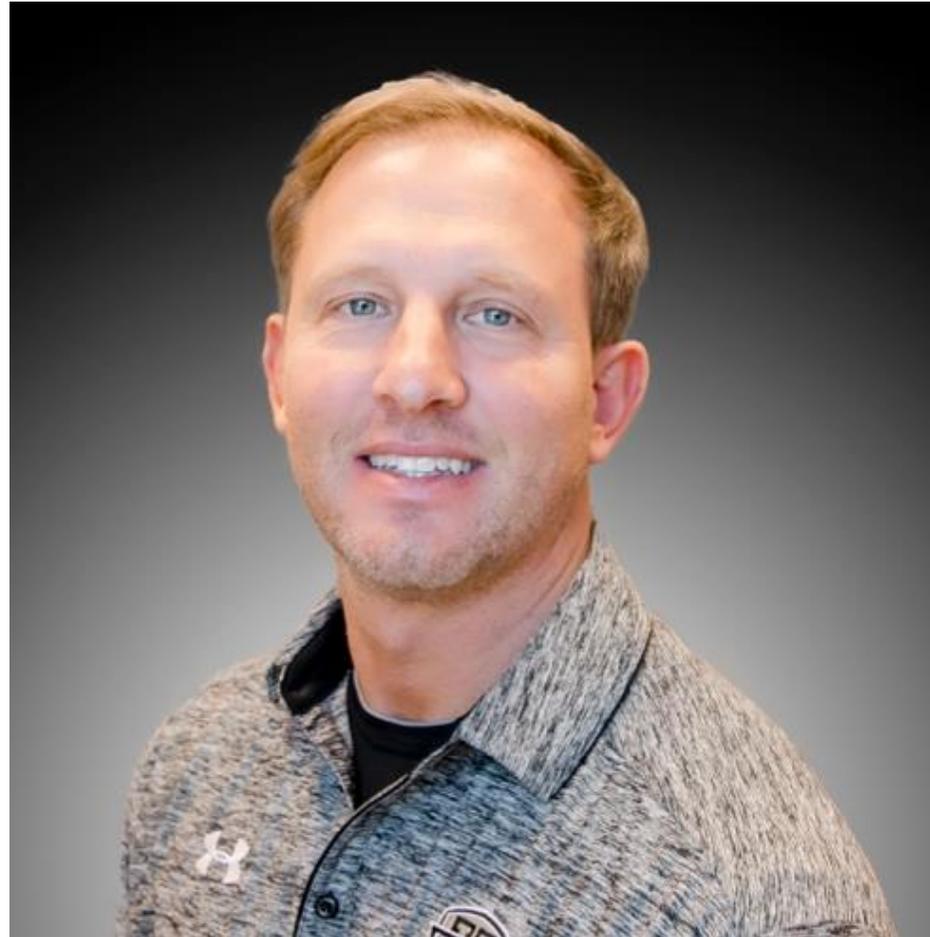
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## ABOUT FUNDRAISING U

### Meet Our Founder

Mike Bahun is a 17 year veteran of Fundraising. Mike has helped lead Fundraising University to over 88 million dollars raised through 2018. Mike has a bachelors degree from Iowa State and an MBA from Bellevue University. He has recently completed the course work for the Wealth Factory – a doctorate level course on entrepreneurship and finance.



**MIKE BAHUN**





# ABOUT FUNDRAISING U

## Meet Our Head Coaches



**MIKE BAHUN**

President of Corporate & Franchise Locations



**COLIN SHOCKEY**

Team Leader  
Corporate Locations



**MICHAEL EFFINGER**

Director of  
Training



**DAVID GULLOTTI**

Vice President of  
Franchise Development

### **Our Vision: Unify Teams, Fuel Programs & Create Lasting, Positive Change for Communities**

Fundraising University is a team of former athletes and coaches who know the pain points that come with funding kid's programs. Fundraising U launched in 2009 and currently serves eight states.





## ABOUT FUNDRAISING U

### What We Do: Lead

We use a proven sales formula that matches the right group with the right product during the right season to achieve maximum fundraising results. We work with franchisees to plan, execute, and repeat a successful fundraisers with their coaches & students year after year. From the initial planning meeting through product delivery, franchisee owners will be there to direct coaches and students every step of the way.





# ABOUT FUNDRAISING U

## Why We Do It: To See Kids Succeed



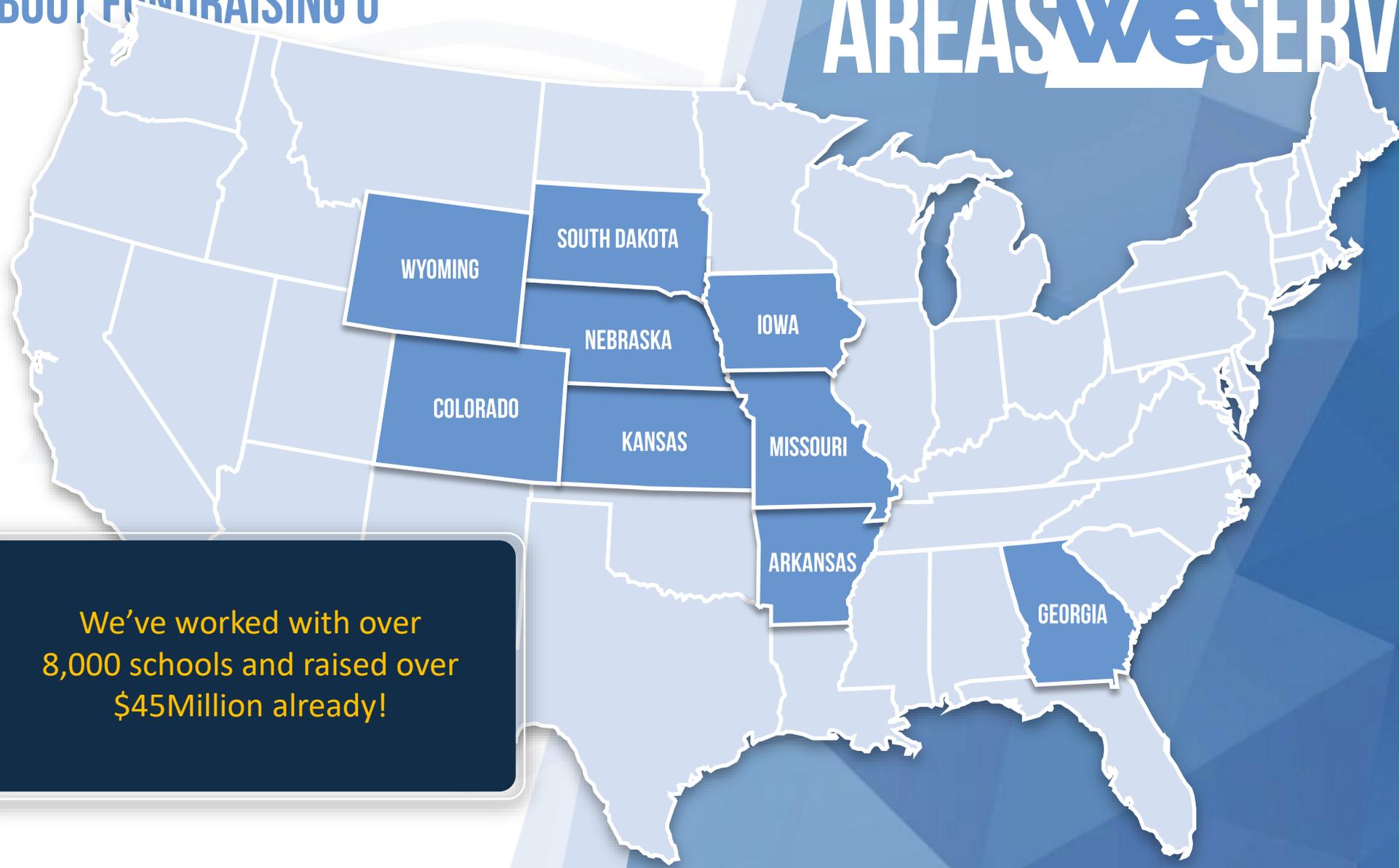
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## ABOUT FUNDRAISING U

# AREAS **we** SERVICE



We've worked with over 8,000 schools and raised over \$45Million already!



“ Selling the Fundraising U ticket over the last 10 years on average we make anywhere from \$13,000 - \$16,000. ”

Todd Reed | Head Coach  
Shawnee Mission West Baseball



# HOW FUNDRAISING U WORKS

## Implement a Proven Process

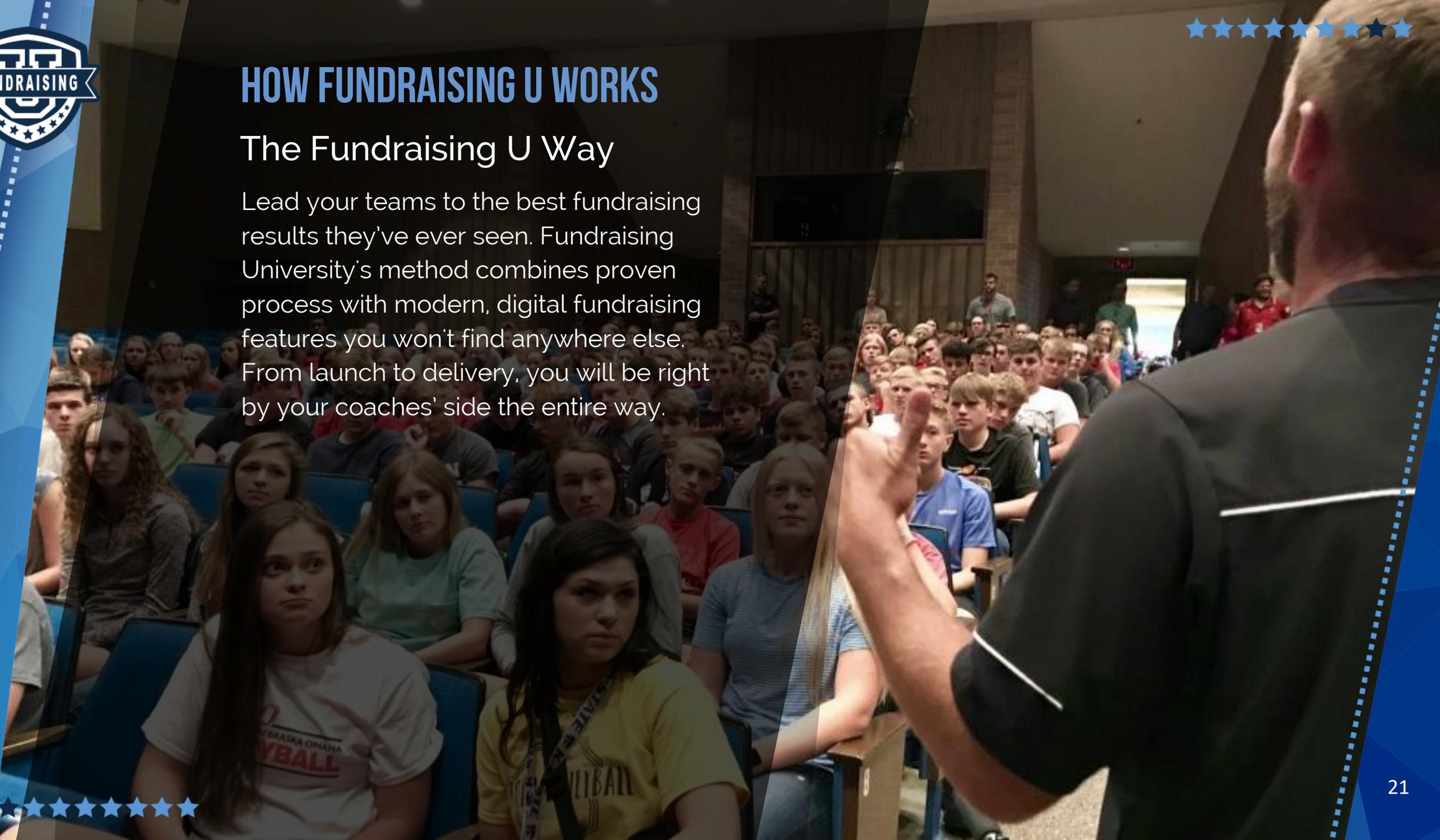
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# HOW FUNDRAISING U WORKS

## The Fundraising U Way

Lead your teams to the best fundraising results they've ever seen. Fundraising University's method combines proven process with modern, digital fundraising features you won't find anywhere else. From launch to delivery, you will be right by your coaches' side the entire way.





# HOW FUNDRAISING U WORKS

## Step **1** Launch Meeting

A 20-minute meeting to prepare coaches and instructors for your upcoming fundraiser. Work with your coaches to lay all the goals out on the table and prepare to present the upcoming fundraiser to the students.





# HOW FUNDRAISING U WORKS

## Step **2** Kickoff

Work with your coaches to rally students around the fundraiser in a 25-minute kickoff event. We have this down to a science, so you can take a breather and rely upon our training. By the time students leave your kick-off session, they'll be inspired and ready to sell.

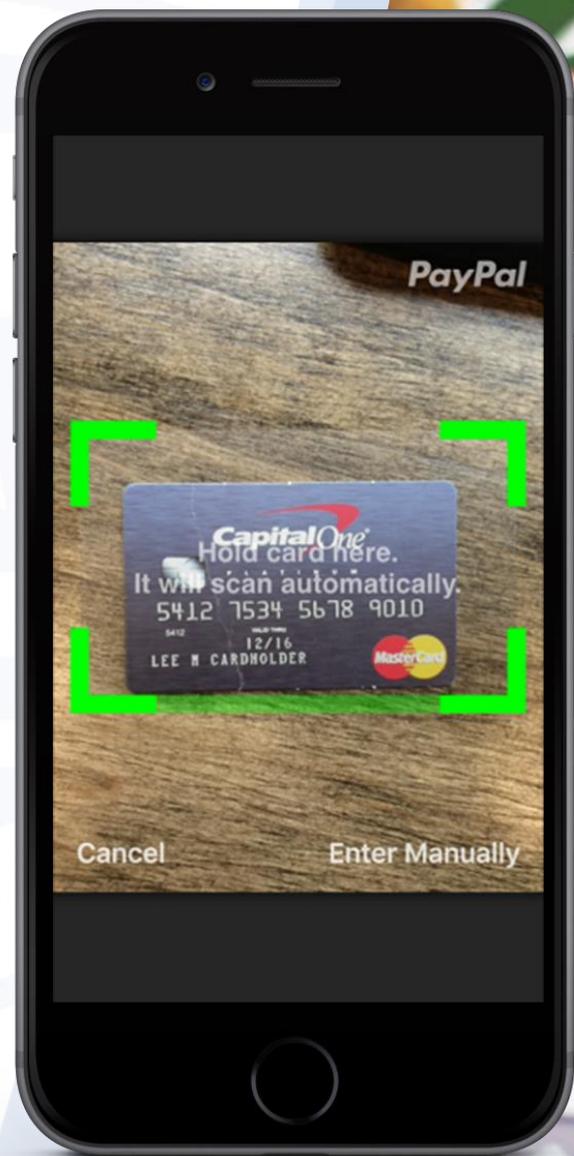




# HOW FUNDRAISING U WORKS

## Step **3** Sell Like Crazy

Equip students to sell more than ever before with digital capabilities you won't see anywhere else. With Fundraising University, students can accept donations and credit card payments on the spot with a single scan from their phone.





# HOW FUNDRAISING U WORKS

## Step 4 Harness the Power of Mobile

No more are the days of kids selling physical coupons or gathering cash/check donations. Now we can give customers who purchase a discount card access to an online app that unlocks thousands of additional discount opportunities. Deals and steals will pop up right on the user's phone with no effort at all.



**ACTIVATE YOUR 1-YEAR SAVINGS MEMBERSHIP**

**SAVINGS MEMBERSHIP**

**For Customer Use**

- STEP 1** Download the Fund U Pass App or visit FundraisingU.net/usave
- STEP 2** Select REGISTER
- STEP 3** Enter Registration Code RC937 and sign up.

**For Sellers Only**

SCAN TO REGISTER CUSTOMERS & SPECIAL RECEIPTS (For Club Members & Non-Members See User MANUAL)

AVAILABLE NOW

OVER \$4,500 IN SAVINGS WITH YOUR INCLUDED 1-YEAR MEMBERSHIP

**YOUR PURCHASE IMPACTS THE COMMUNITY**

A portion of Fundraising University's proceeds from the sale of this pass will benefit the Coaching Matters Foundation and Braders Hope for Childhood Cancer.

FUNDRAISINGU.NET AND BRADERSHOPE.ORG

**WHAT'S INSIDE?**

Download the "Fund U Pass" app for member-only discounts and corporate rates on everything from pizza and the zoo, to movie tickets, car rentals and hotels. With over 302,000 available discounts, you'll always have a reason to Celebrate Your Savings!

FEATURING OFFERS FROM...

 <b>Up to \$10 in Extra Savings on Each New Line</b> <small>View at <a href="http://parks.co/TKMobile">http://parks.co/TKMobile</a></small>	 <b>Over 20% Savings with eTickets Order Online, Print, and Redeem</b> <small>View at <a href="http://parks.co/AME">http://parks.co/AME</a></small>	 <b>15%-30% OFF Hundreds of Products</b> <small>View at <a href="http://parks.co/OfficeDepot">http://parks.co/OfficeDepot</a></small>	 <b>Up to 40% Savings with eTickets Order Online, Print, and Redeem</b> <small>View at <a href="http://parks.co/SixFlags">http://parks.co/SixFlags</a></small>
 <b>Download &amp; Print Hundreds of Free Manufacturer Grocery Coupons</b> <small>View at <a href="http://parks.co/Grocery">http://parks.co/Grocery</a></small>	 <b>25% OFF Online Orders Only</b> <small>View at <a href="http://parks.co/PapaJohns">http://parks.co/PapaJohns</a></small>	 <b>15% OFF Oil Changes, Maintenance &amp; Repairs</b> <small>View at <a href="http://parks.co/Firestone">http://parks.co/Firestone</a></small>	 <b>Save up to 42% Off SeaWorld Parks Nationwide</b> <small>View at <a href="http://parks.co/SeaWorld">http://parks.co/SeaWorld</a></small>

National offers are provided by Abenity and are subject to change at any time without notice. Restrictions may apply. Reference published URL's for full offer details. ©2019 Abenity, Inc. and Fundraising University. All Rights Reserved.





## HOW FUNDRAISING U WORKS

### Step **5** Blitz

Coordinate with your coaches to gather the students together for one final push. Pump students up to finish strong. Award prizes and show students just how close they are to reaching their final goal.





# HOW FUNDRAISING U WORKS

## Step **6** Prizes

Have your coaches award their students with prizes they'll actually want to earn. Focus students on the goal at hand. Though physical prizes, in-school perks and/or cash prizes are dished out throughout the fundraiser, the real prize is watching them take ownership of achieving their big dream.





# HOW FUNDRAISING U WORKS

## Step **7** Delivery

Delivering physical products can be a logistical nightmare. We work with you to organize shipment and support the delivery process, ensuring the FundraisingU experience you deliver is seamless until everyone crosses the finish line.





## HOW FUNDRAISING U WORKS

### Step **8** Repeat

Continue to foster and build your Athletic Director/Coach/Student relationships all year long. Next year, they will have a heads up that it's fundraising season again, and they will be ready and excited to work with you. Encourage them as they dream big, because fundraising gets better every time.





FUNDRAISING

# FUNDRAISING U FINANCIALS

## Franchisees Do Well While Doing Good

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# FUNDRAISING U FINANCIALS

## Item 7: Investment

	LOW	HIGH
Franchise Fee	\$49,500	\$49,500
Training Fee	\$7,500	\$7,500
Furniture, Fixtures & Equipment	\$500	\$750
Computer Systems	\$500	\$1,500
Insurance	\$400	\$800
Clinic Sponsorships	\$2,000	\$4,000
Signage	\$500	\$800
Inventory	\$2,000	\$3,000
Licenses & Permits	\$200	\$350
Professional Fees	\$1,000	\$2,500
Travel for Training	\$1,500	\$2,500
Additional Funds	\$10,000	\$25,000
<b>TOTAL</b>	<b>\$78,100</b>	<b>\$103,200</b>

**Low Investment!**  
\$78k-\$103k





# FUNDRAISING U FINANCIALS

## Item 19: Earnings

TERRITORY	REVENUE	EBITDA
Omaha, NE	\$2,165,432	\$536,104
Central, NE	\$913,036	\$189,363
Kansas City, MO	\$1,824,051	\$443,835
Kansas City, KS	\$1,367,521	\$353,300
Northeast AR	\$880,884	\$187,559
Denver, CO	\$856,657	\$190,872
Denver, CO	\$566,020	\$105,861
<b>AVERAGE</b>	<b>\$1,213,372</b>	<b>\$286,699</b>



**High Revenues**  
average

**\$1,213,371**

**High Returns**  
average

**\$286,699**





# FUNDRAISING U FINANCIALS

## Franchise Fees

TERRITORY COUNT	FRANCHISE FEE
Single	\$49,500
Two	\$89,500
Three	\$119,500
Four	\$149,000
Five	\$178,000
Six	\$206,000
Seven	\$233,000
Eight	\$258,000
Nine	\$281,000
Ten	\$299,500

**Note:** Territory is defined as 50,000 high school students. Partial territories will be applicable here as well as franchisees lock down full school districts and will be calculated at any overage rate of \$1/student.





# FRANCHISEE SUPPORT

## Implement Proven Systems & Formulas

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# FRANCHISEE SUPPORT

Franchisees can expect outstanding support across all areas their business...



**OPERATIONAL  
SUPPORT**



**MARKETING  
SUPPORT**



**PURCHASING  
SUPPORT**



**ACCOUNTING &  
LEGAL SUPPORT**



**ONGOING  
RESEARCH &  
DEVELOPMENT**





# FRANCHISEE SUPPORT . TRAINING

## Initial Training

Held at one of our headquarter locations in Phoenix, AZ for one week. Topics will include administration, operations, sales/marketing and on-the-job training at headquarters. Step by step sales cycle training, lead generation and funnel management.

## On-site Training

Held at the franchisee's location for 3-5 days to assist in the commencement of operations. During this time as experienced trainer to make sales calls right alongside new reps and then continues to coach the rep on securing leads and building the sales funnel.

## Tech Tool Training

Technology will also be a focus of training to ensure proficiency across our standard technology including, CRM, Google Suites, Asana, and Fan Club.

## Refresher Training

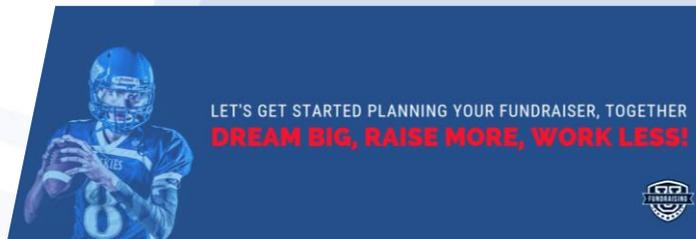
Continual training will be offered via on-line instruction and webinars. Occasional in-person training may be offered or required.





# FRANCHISEE SUPPORT . MARKETING

- ★ Coaches Associations
- ★ Networking & Sponsorships
- ★ Digital Marketing
- ★ Pay-Per-Click Advertising
- ★ Search Engine Optimization
- ★ Social Media Advertising
- ★ Direct Mail & Direct Email
- ★ Radio & Cable TV
- ★ Media Buying Support
- ★ Print Advertisements
- ★ YouTube
- ★ National Corporate Website
- ★ Local Franchise Micro-Site
- ★ In-House Creative
- ★ In-House Graphic Design
- ★ In-House Copywriter



JAGUARS BASEBALL

## FUNDRAISER

**15**  
TICKETS

X-Grain Sweatpants (Charcoal w/Jaguar Logo and Player Name/Number)

**30**  
TICKETS

X-Grain Quarter Zip (Charcoal w/Jaguar Logo and Player Name/Number)

**WIN A FREE WOODEN BAT**

Any player who enters 30+ emails will go into a drawing for a FREE Wooden Bat! Every ten extra emails will increase their chances. (40+ 1 extra draw in drawing.)

### CHECKPOINT

**1** Players must have 15 tickets sold by the end of this neighborhood blitz in order to get the 1st prize. They are not available to purchase individually.

**Saturday, March 9th**

### CHECKPOINT

**2** Sell the remaining tickets to receive the 2nd prize. This goes to the players who sell all 30 of their tickets during the duration of the fundraising event.

**Tuesday, March 12th**

The final checkpoint is Wednesday, March 13th at 10:30 AM in the Library



Proudly Serving and Raising

# 20+

MILLION DOLLARS  
For NE Schools in 10 Years!

We're here to help your team Dream Big, Raise More & Work Less



FOLLOW US FOR UPDATES



FundraisingU.net | (800) 217-1962 | info@fundraisingu.net

Franchise Opportunities  
Now Available



#### ACTIVATE YOUR 1-YEAR SAVINGS MEMBERSHIP

**For Customer Use**

**STEP 1** Download the Fund U Pass app or visit FundraisingU.net

**STEP 2** Select REGISTER

**STEP 3** Enter Registration Code NC837 and sign up.

**For Sellers Only**

**SCAN TO REGISTER CUSTOMERS & EARN REWARDS**

4218C837

The Fund U Pass App Required

Available on the App Store and Google Play

**YOUR PURCHASE IMPACTS OUR COMMUNITY**

A portion of Fundraising University's proceeds from the sale of this pass will benefit the Coaching Matters Foundation and Braden's Hope for Childhood Cancer.

LEARN MORE AT FUNDRAISINGU.NET AND BRADENSHOPE.ORG



OVER \$4,500 IN SAVINGS WITH YOUR INCLUDED 1-YEAR MEMBERSHIP



## Q1 SOCIAL MEDIA REPORT



# FRANCHISEE SUPPORT . MERCHANTS

FundraisingU has developed an ecosystem of sales technology solutions and fundraising product providers to optimize sales, coordinate operations, drive national buying power/distribution and deliver highest quality consumables.





# FRANCHISEE SUPPORT . WHO WE'RE LOOKING FOR

## Skills/Abilities

- ★ Sales Networking
- ★ Customer Service
- ★ Time Management
- ★ High Personal Standards
- ★ Passion for Students/Communities
- ★ Appreciation for Athletics

## Applicable Experience

- ★ Sales Professional
- ★ Networking Experience
- ★ Business Management
- ★ Participation in some Level of Athletics

## Financial Requirements

- ★ Net Worth - \$100K
- ★ Liquid Capital - \$50K





# IN THE COMMUNITY

## A Business That Makes a Difference

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# IN THE COMMUNITY . COACHING MATTERS FOUNDATION

## How Your Fundraisers Go The Extra Mile

Coaches can be one of the most influential people in a child's life. Coaches serve as teachers, guides, mentors and friends. But coaches need support too. That's why we created the Coaching Matters Foundation. Coaching Matters Foundation, LLC will provide consulting services regarding all aspects of the business operation.





## IN THE COMMUNITY . COACHING MATTERS FOUNDATION

Through the associations we sponsor, we provide:

- ★ Sales Networking
- ★ Customer Service
- ★ Time Management
- ★ High Personal Standards
- ★ Passion for Students/ Communities
- ★ Appreciation for Athletics

“Coaching Matters is a nonprofit foundation built to help coaches succeed.”

Founder, Mike Bahun





## IN THE COMMUNITY . COACHING MATTERS FOUNDATION

By using Fundraising University, your schools and teams support Coaching Matters with **ZERO EXTRA EFFORT.**

A portion of your fundraiser goes toward the Coaching Matters Foundation, and therefore, back to your community.





## FUNDRAISING U SUMMARY

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- ★ Proven, Simple Sales System that drives Recurring Revenue
- ★ Extensive training, Full Marketing Support, Robust Technology Systems
- ★ Franchise FastLane driving Development





# FASTLANE'S DISCOVERY PROCESS



**Bobby Brennan**  
VP of Franchise Dev



**Patrick Sanchez**  
Director of Franchise Dev

**FRANCHISE AGREEMENT SIGNING**



**FRANCHISE AGREEMENT DELIVERY**

Personalized franchise agreements delivered

weeks 5 - 6

**DISCOVERY DAY**

Meet the team at the home office

**TERRITORY REVIEW & CONFIRMATION CALLS**

Territory analysis review, founder & franchise calls

weeks 3 - 4

**FDD REVIEW & CONFIRMATION INVITATION**

FDD Q&A, sign FDD & book flights

**UNIT ECONOMICS**

Startup expenses, operating expenses

weeks 1 - 2

**INTRODUCTORY CALL**

Our history and what makes us unique

**FDD & VALIDATION**  
FDD sent & signed,  
invitations to weekly  
validation & founders calls





**QUESTIONS?**

