



Dear Ringgold band family and friends,

The past several months have been an unusual and stressful time for everyone. As your band director, I am so proud of each and every student. They bring the best attitude and put forth their best effort every single day.

Prior to the school closing in March, we had planned to kickoff a great fundraiser that does not involve selling, with the primary goal of raising enough money to have the tubas refurbished (\$25,000), and if possible, install a better organization system in the library (\$2,000). Our fundraising effort is even more crucial now since we were not able to have our big Spring event, Puttin' on the Ritz, and it's likely the profit from the concession stand will not be at the usual levels.

We are excited to be partnering with Snap! Raise, the nation's leading fundraising platform for groups, clubs, and teams. For the past six years, Snap! Raise has helped more than 35,000 groups in the U.S. raise more than \$400M in funding! Many organizations in Catoosa County have used Snap! Raise, including the Ringgold football team. In fact, a band half our size in the North Georgia area launched a campaign and in 24 hours already had \$6,500 in donations. Another small band in Hamilton County raised \$25,000 in their campaign.

#### It is remarkably simple to get started:

- Each student will receive an invitation from Snap! Raise to sign up for the campaign. They will complete their profile and add a photo of themselves (a selfie). There should be only one account per student.
- We are asking for each student to pre-load 20 email addresses into the Snap! Raise online system.
- When students set up their profiles, they will have the opportunity to choose the incentives they would like should they reach certain tiers (ex. 20 emails and 5 donations, 20 emails and 10 donations, etc.).
- The email addresses should be of your student's 'biggest' supporters –
  - Family members (parents, grandparents, aunts/uncles, cousins, etc.)
  - Friends (neighbors, family friends, youth leaders)
  - Business owners (doctors, dentists, hairstylists)
  - Co-workers personal emails [check the solicitation policy at your place of employment]
- We will have about two weeks to pre-load emails and when the participation has reached about 70%, the campaign will be launched (around September 1). Emails will be sent to everyone on the pre-loaded lists.
- The campaign will be live for **30 days**.
- You can share your student's link on your own social media to gain even more support.
- We will provide regular progress updates during the campaign period.
- Once the campaign is closed, the band will receive 80% of the total donations, less the cost of student incentives. The best part – you do not have to sell anything except the greatness of the Ringgold Tiger Band program!

If you have any questions that were not answered, email [rmtbtreasurer@gmail.com](mailto:rmtbtreasurer@gmail.com)

Thank you for your continued support of the Ringgold Tiger Band!

Tracy D. Wright  
Director of Bands

**Snap! Raise never sells email addresses or personal information, so everything is safe.**