

Kawameeh Middle School STUDENT ACTIVITIES FUNDRAISER PROPOSAL

Applicant Information

Faculty Member (s): Mr Larry Petras Date: 3/2/26

Club Name: Union Middle School G+T

Acct. No.: 32 Acct. Balance to Date: _____

Type of Fundraiser: Online donation program

Purpose of Fundraiser: Raise funds for 7th + 8th grade GET trips to Baltimore

What are you selling? N/A

Start Date of Project: April 15 2026 Completion Date of Project: June 2026

Date of Sale(s): From N/A To: N/A

Sale Area/Location: online

Sale will be monitored by: N/A online

***** ATTACH PUBLICATION FROM VENDOR OF ITEMS TO BE SOLD *****

Vendor Representative's Name: Nicholas McKee

Vendor Business Name: Verticle Raise

Vendor Address: verticleraise.com (online)

City: N/A State & Zip code: N/A

Unit Cost of Product/Service: \$ N/A

Proposal Sale Price: \$ N/A

Total Cost of all Products Not to Exceed: \$ N/A

Minimum Total Profit Expected: \$ N/A

Faculty Advisor Signature

Signature: [Signature] Date: 3/3/26

(Vice) Principal Signature

Signature: [Signature] Date: 3/5/26

School Treasure Signature

Signature: [Signature] Date: 3/3/26

Placed on BOE Meeting Agenda for:

Month: _____ Year: _____ Approved: YES NO By: _____



Laurence Petras <lpetras@twpunionschools.org>

Vertical Raise

1 message

Nicholas McKee <nmm131@georgetown.edu>
To: "lpetras@twpunionschools.org" <lpetras@twpunionschools.org>

Tue, Mar 3, 2026 at 8:12 AM

Larry,

Sending through here too:

Larry,

I just wanted to send something that would be easy for you to bring to your admin. As previously mentioned, I was a former Regional Manager at the company you used last year, and left in May for a better opportunity for my family and myself. Vertical Raise is about 3-5 years ahead of where the other company is at from a tech standpoint, and has raised the most money of any other fundraising company in the United States.

A couple key points for you:

- The kids will each supply a list of 20 names, phone numbers and emails of anyone that would donate to the program.
- I will be there in person to get all of the kids signed in, and have their contacts entered into the system.
- The kids will follow those messages up in with a phone call (if you want) to their potential donors. This is a great way to integrate life skills, and gives the kids the opportunity to actually say what they are exactly raising money for. This event lasts about an hour. If no phone calls are made I can have them in and out in 15-20 minutes.
- There is a live leaderboard on the big screen that tracks Real Time Progress, and there is a "CHA CHING" noise that goes off with every donation that comes in.
- We can break the kids up into subgroups so that we can have some healthy competition amongst the group, and offer some fun prizes/incentives during the initial hour. The fundraiser will remain open for 10-15 days after the launch. There will be 3 automatic follow up messages sent out during that time to anyone who received a message, but has not donated yet.
- Again, I will be there to run EVERYTHING in person, and you will have nothing to do except hold the kids accountable for handing their contacts in to you before the launch. I can also come a week or two before to get the kids signed in to the system, and have a pre launch meeting to ensure that the kids are getting their contacts into the system. **THIS ENSURES A SUCCESSFUL FUNDRAISER**
- We will be giving you 85% of the profit compared to the other company at 80%, and also have our corporate sponsorship option/employer match program as well.

Please let us know if you have any further questions regarding the fundraiser, and I will be happy to answer any questions you have. As a reminder, we have an agreement in place with your high school, and I work with the majority of the sports programs there.

Thanks!