



# mokugift School Fundraising Program

## Overview

The Mokugift School Fundraising Program makes fundraising **environmentally beneficial** and **easy** for everyone involved.

Students, parents, guardians and friends raise funds by presenting the opportunity for supporters to fight climate change by planting a real tree at \$1 apiece.



**Half of the gross proceeds from tree sales are kept by your school**

## Benefits of Mokugift School Fundraising Program

### Fast and Easy: Promote Online

- All promotions are done online to easily reach a larger audience (email, instant messenger, facebook)

### Easy: Mokugift Handles The Rest

- Mokugift takes care of orders online (via Amazon Payments)
- Supporters and members are not burdened with delivering/picking-up anything

### Smart and Safe: Kids Stay In Class

- Students can focus on their classes (no training seminars)
- No door-to-door sales

### Flexible: On Your Schedule

- Your school can create campaigns throughout the year

### Free

- No setup costs or minimum sales

The program is similar to chocolate bar sales. However, instead of delivering chocolate, real trees are planted in Central America, Africa and Asia. Supporters purchase trees online and can instantly display on facebook that they have planted trees in support of your school and our planet.



The Mokugift Fundraising Program is provided by mokugift, an official partner of the United Nations Environment Programme (UNEP). UNEP's Billion Tree Campaign is calling upon every person on our planet to plant one tree at least one tree each (7 billion in total to start).



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## How It Works

1. The fund administrator (you) creates a Fund Page for your school in a few minutes (input title, logo, funding goal, description and optional images)
2. The fund administrator (you) easily informs students, parents, guardians and friends about the Fund Page via email or facebook
3. Students, parents, guardians and friends can instantly start promoting the Fund Page via email, instant messenger, and facebook
4. Supporters visit your school's Fund Page and purchase trees. They can instantly display on facebook that they planted trees in support of your school
5. Mokugift sends half of the gross proceeds to your school

See the demo at <http://www.mokugift.com/fund/demoschool>

## About Mokugift

Mokugift trees are planted in agroforestry programs that educate local farmers about environmentally beneficial and economically sustainable farming techniques. Mokugift gives everyone the opportunity to plant a tree and to inspire others to follow in their steps to bettering our planet. Mokugift has been mentioned in the following media:

San Francisco Chronicle



iVillage

Los Angeles Times

## Get Started

Contact Krates Ng at mokugift to get started:

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