

Dear Shrewsbury High Coaches and Athletes.

I want to thank you for your support and effort to help make the annual Colonials Gold Card fundraiser a success.

This year we have gone digital with the card and there are many reasons why folks love this and it makes sense. It’s the same great card with all the great savings with the convenience of having it on your phone.

The card is sold thru an app called moneydolly and people can purchase a card thru a link you send them, post or share with them in person with your personal QR code.

Supporters purchase with a credit or debit card so there is no money for you to collect and no cards for you to deliver.

Your supporters are sent a link to download the app, and their Colonials Gold Card is right there in their wallet ready to use and save!

People love the fact that their card is always with them.

The merchant offers are easy to read and easy to display for quick and easy redemption.

We believe we can have our best year ever if we can all commit to selling a minimum of 10 cards and some of us really compete and give a little extra Shrewsbury Colonials effort.

We have some great incentives for those who do.

Let’s Get Started. And Go Colonials!!!

First everyone needs to download the app.

The directions should have been sent to you by your coach.

Join the fundraiser with your team join code.

Your team will meet with Steve Ash on Wednesday or Thursday of this week. He will be sharing with you how to use the app to share with your fans/supporters and maximize your efforts. Please come ready to listen with your charged cell phone in hand.

Any successful endeavor first starts with a great plan and then executing that plan. This is no different, each athlete needs to map out a game plan to success. Make a list of 20 or more people (your biggest fans) that you are going to share and talk to about your Colonials Gold Card. Write the list down and include each person’s email address and cell number.

This list should be completed asap and a copy sent to your coach.

Execute the plan…call, text, email and post your link to the folks on your list. Follow up with a phone call and ask for their support.

Share in person in the neighborhood and around the community with your personal QR code.

Thank them and ask if they know anyone else that may like a card and want to support SHS athletics.

Blitz: Day and time TBD.

Each team will schedule a one hour phone blitz with Steve Ash where we will communicate with as many people as possible to put our team sales over the top.

Coaches, thanks for leading your team to success on our fundraiser.

Athletes, Thanks for giving 100% effort so we can reach our fundraising goals so we can better serve you!