



What is KnockStar?

KnockStar fundraising provides a unique opportunity to raise more money to meet your fundraising goals while eliminating much of the hassle associated with traditional fundraising. KnockStar has teamed up with trusted local insurance agents from companies such as State Farm and Farmers. By tapping into the multi-billion dollar insurance industry, we have developed a fundraising method that brings in greater revenue while helping strengthen your local community. We work in conjunction with local insurance agents and connect them with individuals interested in receiving a free quote on their auto insurance policy.

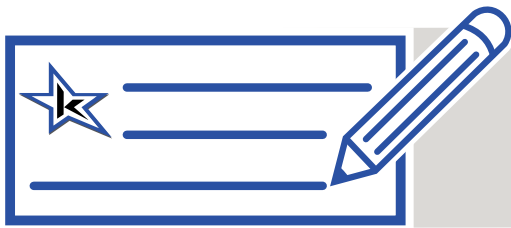
KnockStar Program Highlights

- No out-of-pocket expense for anyone.
- No products to sell or distribute.
- Each sign-up takes less than five minutes.
- Your fundraiser can help community members save hundreds of dollars a year.
- Receive a full donation in as little as 4-6 weeks.
- We help filter money back into the community by working with local insurance agents.
- No unhealthy foods to sell. (Some states have banned unhealthy fundraiser programs.)
- Earn up to 40% more compared to traditional fundraising.
- No follow-up.

Why KnockStar Fundraising?

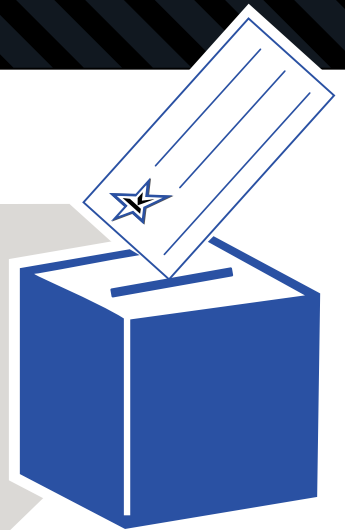
KnockStar Fundraising is different. Traditional fundraising programs are often based upon a product to be sold. This presents a number of difficulties from lack of interest to the cost of distribution. Our unique approach eliminates these issues, and in so doing, allows your fundraiser to be considerably more successful than traditional programs. At KnockStar we believe in More Money and Less Hassle to meet your fundraising goals.

How Does It Work?



STEP 1

Participants gather basic information, such as birth date, address, and phone number, from interested family, friends and neighbors.



STEP 2

This information, known as a lead, is then turned into your local drop box.



STEP 3

KnockStar distributes the leads to a trusted local insurance agent who will then contact each individual with an auto insurance quote.



STEP 4

\$5 per quoted lead is donated to your organization.



FAQ:

What is a lead?

A lead is an individual who has agreed to and is interested in receiving an auto insurance quote from a local insurance agent.

What is a chargeback?

A chargeback is a lead that an insurance agent is not able to quote for one of two reasons:

1. Incorrect phone number.
2. They refuse to hear a quote. ie: hang up the phone. This happens with less than 5% of all leads.

Your organization will not receive a donation for a lead that is unquotable for either of the above reasons. In order to avoid chargebacks we encourage all participants to make sure the information gathered is accurate.

What information is required?

All the information contained on the lead sheet must be filled out for the lead to count towards your organizations donation.

What happens to the information after it is gathered?

All the information gathered is securely stored in our database. We do not sell to or share any information with other third parties. All leads collected will be contacted by one or two of our local insurance agents in order to ensure that they receive the most competitive quote.

What happens if the information is incorrect?

Our insurance agents have two weeks to make sure each lead contains correct information. If a phone number is incorrect, we will not charge the agent for that lead and it is considered a chargeback. Before we process chargebacks we will first verify that the information is incorrect by contacting the lead ourselves.

Do participants have to switch insurance companies?

If the quote is competitive we encourage participants to explore the options provided by our insurance agent. However, participants are not required to switch insurance providers for your organization to receive a donation.

When will our organization receive funds?

The funds will be received 4-6 weeks after the fundraiser begins. This allows us time to process all of the leads and follow up on any potential chargebacks.

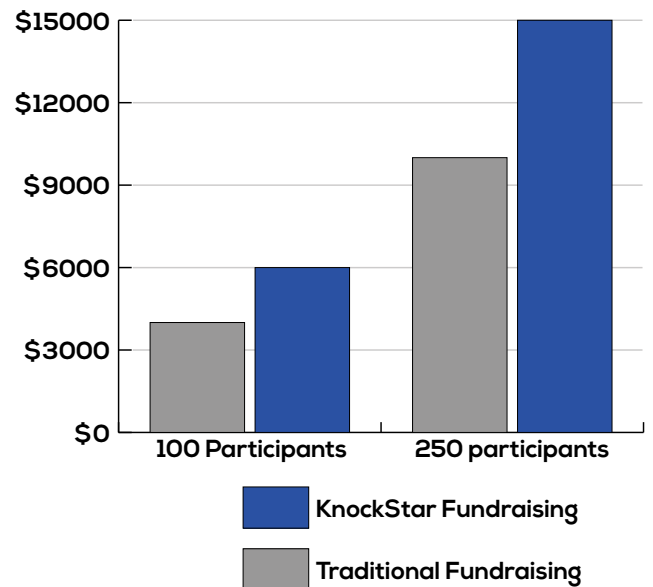
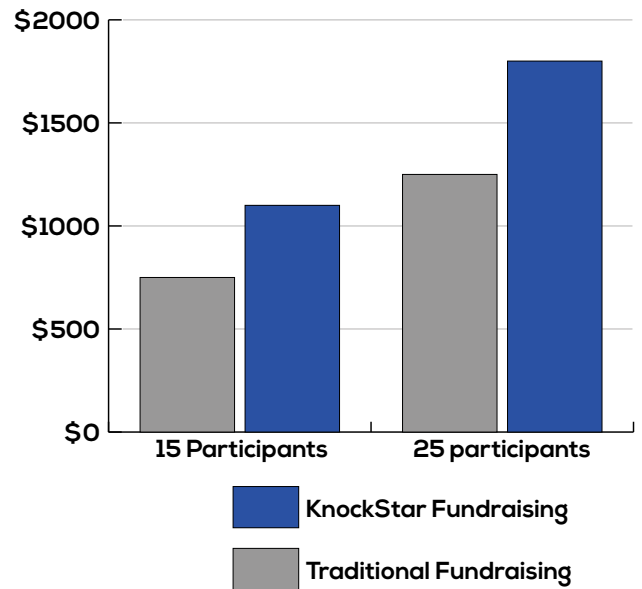
What materials do I need to conduct the fundraiser?

All materials will be provided by KnockStar. You will also have a personal liaison from KnockStar to answer any questions you have to ensure your fundraiser is as smooth and successful as possible.

What is the difference?

Almost everyone is looking for ways to save money. By receiving a quote from one of our friendly insurance agents, those who participate will have the opportunity to potentially save hundreds of dollars on costly auto insurance. In addition to the money they could save, they will be helping your organization raise funds with no financial obligation to them. By eliminating the costs associated with fundraising, your program will reach more people. By reaching more people, your program will raise more money.

So what is the difference?
"More Money. Less Hassle."



KnockStar vs Cookie Dough

Let's say your organization needs to raise \$1500 with 20 participants in 2 weeks. With the average cookie dough fundraiser, those 20 participants would need to sell almost \$4000 worth of cookie dough just to reach their \$1500 goal. With KnockStar fundraising, your participants would only need to average a single "lead" per participant each day. Without the pressures of a product to sell, it's no wonder more organizations are discovering that KnockStar not only delivers more profit to your program but, it also provides a simpler and easier approach to fundraising.

KNOCKSTAR

FUNDRAISING

KnockStar Fundraising
3381 West Mayflower Avenue Ste. 250 B
Lehi, Utah 84043
Office 855.245.1077
knockstarfundraising.com
info@knockstarfundraising.com