

BACK-TO-SCHOOL Giving BATTLE



Fight hunger in the Kirkwood School District and take your marketing game to the next level through the Back-to-School Giving Battle, a fundraiser for KSD N.O.W. (Nutrition on the Weekends).

Hosted on Generopolis, a new online marketplace that turns products and services into cash for charity, the Back-to-School Giving Battle has been designed to create lasting new customer relationships for your business.

With the Back-to-School Giving Battle, everyone's a winner: your business, your customers, and hungry kids in the Kirkwood School District!

+ Sign On:

Receive special marketing benefits and social media tools when you participate as an A+ or Platinum-level business.

Sell:

Check out our giving guide for ideas on buzz-worthy products and experiences to sell on generopolis.com. Post an item description, picture and price, then select Kirkwood School District Back-to-School Giving Battle as the beneficiary of your listing.

Share:

Elevate your social media game by sharing your listings and your Generopolis Give-O-Meter on Facebook, Twitter and LinkedIn. Cross-promote, like, and share content among Battle-participating businesses and the KSD and Generopolis social media feeds.

★ Score:

Win new fans, followers and customers, interacting 1:1 with those who purchase your listings and sing your praises on social media.





Battle Themes and Timeline



Are you in it to win it?

Our battle versus hunger in the Kirkwood School District begins with friendly competition among you, our business partners.

Weekly Winners

To spark your creativity, we encourage you to offer listings that fit our weekly theme noted on the timeline above. We'll select several businesses with outstanding theme execution each week, featuring them on the KSD and Generopolis social media feeds. One winner per week will receive a dedicated KSD social media post announcing their victory.

Overall Winners

Businesses that have achieved outstanding results in terms of total dollars raised and/or creative participation throughout the battle will receive recognition in multiple venues, including our post-campaign press release, social media results release post and an announcement and banner at a KHS Home Football Game.



Levels of Participation

A+ Apple Level: \$250 Commitment in Sold Generopolis Listings

Access to A+ Apple Level Marketing Toolkit, including template for in-store signage, table tents and social media posts

Custom A+ Apple Level Facebook Banner and profile picture

Business name included on official event announcements

Eligibility to win one of the weekly Battle-themed contests, including a custom social media post announcement

Platinum Apple Level: \$500 Commitment in Sold Generopolis Listings

Access to Platinum Apple Level Marketing Toolkit, including template for in-store signage, table tents and social media posts

Custom Platinum Apple Level Facebook Banner and profile picture

Business name included on official event announcements

Eligibility to win one of the weekly Battle-themed contests, including a custom social media post announcement

KSD comment on at least one Battle-related social media post



Why Support KSD N.O.W.?








Feeds a student for an entire month through KSD N.O.W.

The Missouri Hunger Atlas found in 2016, that 16% of households in Missouri suffered from food insecurity.

For some children, school meals may be the only meals they eat. What happens when they go home over the weekend? The concept is simple: children at risk of weekend hunger receive a bag of food that is child-friendly, nutritious, nonperishable and easy-to-eat.

KSD N.O.W. - Nutrition on the Weekends - is a program that provides a bag of food on weekends during the school year for students in the Kirkwood School District experiencing food insecurity.

Why on eneropolis

-  **In-Kind Giving:** Use your business assets – not your precious cash – to give what works for you. Get creative with your offerings and pricing to find your personal best-sellers.
-  **Giving on Your Terms:** Release listings when it works for your business, adding marketing fuel to business down-cycles or expanding peak windows.
-  **Customer Capture:** Leverage the combined power of the Generopolis toolbox and your social media interactions to know and grow your customers.
-  **Buzzworthy Cause Marketing:** Your listings spur engaging online and real-world marketing moments and create a transparent giving footprint that your community can appreciate.
-  **Happy Accountants:** Your Generopolis profile tracks the details of every transaction with every buyer, making it easy to manage your books.

www.generopolis.com



Visit generopolis.com and click “Generopolis for Local Businesses” tab for detailed instructions on how to create your first listing, plus other free marketing resources.

Use your imagination and your best assets to create buzz-worthy listings. You have full creative control over the terms, conditions, content and pricing of your listings, so remember to be clear and complete in your descriptions. Here are a few ideas to fuel your creativity.

Ideas for All

Discounted Goods and Services:

Take a page out of Groupon’s book, posting your products or services at a price too good to pass up.

Behind-the-Scenes or VIP Experience:

Kids of all ages wonder what it’s like to be a veterinarian, a mechanic, a stylist, a baker, a chef, an artist – and more. Design a package that sparks their imaginations and puts them in the driver’s seat! When your buyer redeems, don’t forget to record and share the unique experience on social media.

Challenge Experience:

Offer an unlimited quantity to your buyer, challenging them to as many scoops of ice cream, car washes or workouts they can complete in a day/week/month. Or, create a competition package where you teach a skill, then the buyer executes it versus a friend or an expert – like painting, baking or playing an instrument.

Branded Merchandise:

Offer your logo T-shirts, coffee mugs, hats and more.

Design and Name Mellow Mushroom's Pizza Special



DESCRIPTION

Grab your comfy pants, summon your culinary creativity, and join our expert pizza bakers for an afternoon spent camped out at our chef’s table. You dream up three “pizza-bilities” and our bakers will bring them to life for you as you taste test your way to a winner. Ultimately, you will crown your favorite as Mellow Mushroom’s pizza special of the month and it will be advertised on every table and made available to every diner. Then, join us every week for an encore dining experience where you can feast on your special pizza or share it with family and friends.

And the best part? Your purchase helps fight hunger among kids in the Kirkwood School District.

[BUY NOW \(\\$250.00\)](#)

 **Arts and Entertainment**

Super Fan Package: Behind-the-scenes tour, artist meet-and-greet, signed memorabilia

Special Commission: Custom-created visual or performance art, including naming rights, artistic input on style, color or composition and/or feature/shout-out during show

Artist-in-Training: Special experience or lesson for the up-and-coming artist

 **Auto/Car Repair**

Car Refresh Package: Complete car care package, including oil change, tire rotation, detailing and more

Car Wash Challenge: Unlimited washes for a month/year



Bakery & Sweet Treats

Cake/Cupcake Challenge: Small group decorating lesson followed by “design-off” competition

Pass/Punch Card: A week/month/year of treats

Design the Special of the Month: Buyer gets to work with shop to create and name a featured menu item for the month

Custom-Designed: Birthday or special occasion treats

Bottomless Ice Cream/Custard: 24 hours of all-you-can-eat challenge



Beauty/Salon/Spa

Makeover Package: Partner with clothing boutique to offer a haircut/style/makeup package in conjunction with a wardrobe makeover

Girl's Night Out: Special experience with mani/pedi and cocktails

VIP Package: Half- or full-day lineup of spa and beauty services



Clothing/Fashion

Makeover Package: Partner with salon/spa to offer a wardrobe makeover + haircut/style/makeup package

Girl's Night Out: Cocktails and a wardrobe makeover for a small group, including \$X in retail credit per person

Style Your Friend Challenge: Friends get to pick an item or outfit for the other, with a social media vote on who styled his/her friend best

Owner-for-a-Day: Experience the behind-the-scenes in running a clothing/accessories shop, including how you buy, price and sell merchandise; Buyers take home their favorite item for \$X retail price



Florists

Wedding Foundations Package: Select the bridal bouquet and boutonniere of buyer's choice

Floral Design Challenge: Small group gathering to learn from the pros how to create a stunning arrangement; Social media vote on the best arrangement

Florist-in-Training: 1:1 learning opportunity on arranging and floral care

Over-the-Top Package: Floral delivery every day for a week/every month



Health/Fitness

1:1 Coaching/Training: Nutrition and/or exercise makeover

Class or Gym Pass: Punch card or unlimited visits challenge for week/month

Health Services: Physical therapy, teeth whitening, dermatologic service and more



Home Goods

Handy Helper Challenge: Teach a home service skill, then have the pro judge new skill

Concierge Service: Jump to the front of the line to receive a service call exactly when buyer wants



Hotels

VIP pass: Deluxe accommodations and in-room services

Family Night: Relax with the family in a suite/adjoining rooms and enjoy unlimited movies on demand, popcorn, soda and snacks

Couple's Night: Enjoy a suite with bubble bath, champagne and strawberries



Jewelry

Designer-in-Training: Work with the pros to design a stunning piece; Feature the piece on social media and offer it as a special item of the month

VIP Party: Close down the store and shop after-hours with friends; All party-goers receive a piece valued at \$X



Pet Supplies/Services

Pet Friend for a Day: Learn what it takes to groom and care for animals

VIP Treatment: Buyer's pet is king/queen for a day, with a pampering session, new toy and treats package

Celeb/Model Pet: Buyer's pet is featured on your business' social media/brochure/signage for the month



Restaurants

"Skip the Line" Pass or Weekend Reservation Pass: Jump to the head of the line during busy hours

Culinary Creative: Create and name the food/drink special of the month

Chef or Mixology Experience: Co-create a new invention or learn a favorite recipe

Bottomless Breakfast/Lunch/Dinner/Dessert: Challenge your customer to all-you-can-eat. Record on social media.

VIP Naming Rights: Give a table or space customer's own name

Chef's Table Access: Experience a special customized tasting menu at the best location in the restaurant



Sports Equipment/Recreation

Equipment Tune-Up/Safety Check: Bike tune-up, racquet re-stringing, grip refresh, custom cleaning, etc.

Gear Upgrade: Work with a pro on a custom fitting/selection of gear, then select one piece to upgrade buyer's game



What is Generopolis and how does it work?

Generopolis is a platform where businesses offer nearly any product or service, but instead of pocketing the cash from each sale, they select their favorite nonprofit to receive the proceeds.

Businesses use Generopolis as a marketing engine, creating interesting, creative and/or discounted listings for products or services to attract new customers.

Generopolis listings each have a unique URL, a web link that can be pasted into a business' social media for maximum visibility and customer interaction. With Generopolis, businesses enjoy a transparent way to showcase giving to the community, while also benefitting from other tools that help create lasting customer relationships.

What is the Back-To-School Battle?

The Back-to-School Battle is a fight against hunger in the Kirkwood School District to benefit KSD N.O.W. (Nutrition on the Weekends). It is a friendly competition among area businesses that has been designed to raise funds through the online giving platform, Generopolis, while also providing a meaningful way for businesses to build new and lasting customer relationships.

What is the Kirkwood School District's N.O.W. - Nutrition on the Weekends?

KSD N.O.W. was created to address the problem of childhood hunger within the Kirkwood School District.

The concept is simple: children at risk of weekend hunger receive a bag of food that is child-friendly, nutritious, nonperishable, and easy-to-eat. Backpacks of food are distributed every Friday at school to provide children in need with meals for the weekend for the duration of the school year. All proceeds to N.O.W. help provide a local child in need with healthy meals on the weekend.

When is the Back-to-School Battle?

The Back-to-School Battle begins Saturday, August 24 and lasts until October 19, but we encourage you to create listings that benefit KSD N.O.W. all year long.

How do I join?

It's absolutely free to sign up and you can get started right now! Visit generopolis.com and click "create account." Enter your email address and a password, and then you are ready to create your first listing. Be sure to select Kirkwood School District Back-to-School Giving Battle as the beneficiary of your listings! Check out other areas of the site, including the tab "Generopolis for Local Businesses" for more resources, including an explainer video, giving incentives, and a marketing toolkit.

My business is an innovator in giving. How can we show our leadership commitment?

There are two leadership levels offered in the Back-to-School Battle – A+ Apple and Platinum Apple status. Each one comes with benefits that include marketing tools and eligibility to win accolades on social media and in the real world. Check out the Back-to-School Battle guide to determine which level makes sense for you, then email KSDNutritionOnTheWeekends@gmail.com to alert the team of your commitment.



I can't wait! What can I sell?

You can sell virtually anything, so let your creative juices flow. Check out our Giving Guide for ideas and use the Back-to-School Battle weekly themes for inspiration. Please note that, in the terms and conditions posted on generopolis.com, there are a few limitations on item sales to ensure that Generopolis remains compliant with legal requirements (example: you must have a liquor license and follow all age limit requirements to sell alcohol), while also remaining family-friendly (example: no sexually explicit merchandise).

Does my business collect the money from my listings? How do the financials work?

Customers discover your listing on generopolis.com or via social media, then use their credit card to purchase your listing via a checkout process powered by PayPal.

All funds flow through PayPal, then Generopolis disburses them* to your charity of choice – KSD N.O.W. Your business never handles a cent, letting you focus on the ultimate fulfillment of your product or service.

**Generopolis retains an administrative fee of 10 percent plus \$.30 per listing, and the charity beneficiary receives the remainder.*

How does KSD N.O.W. get the money?

Every month, Generopolis handles the accounting, counting the proceeds raised on behalf of KSD N.O.W. by all participating businesses. Generopolis withholds an administrative fee of 10 percent plus \$.30 per listing, then passes the remainder to KSD N.O.W.

How do I know who buys my listing?

Once an item sells, Generopolis sends an automated email to both the buyer and the seller to notify each party and offer a private link to a messaging window. You should use that messaging window to make arrangements with your buyer for pick-up or delivery of your products and services. Generopolis recommends that you use the messaging window to track fulfillment of your listing, thank the buyer, offer them future deals, or invite them to an upcoming event or sale.

How do I mark an item as “picked up” or “delivered?”

Generopolis recommends that you use the messaging window in your sold listing to communicate with your buyer at all stages, including marking the date/time when your business fulfilled the order. As part of the product development roadmap, Generopolis will be working with local businesses to build out a suite of tools that make the site even more powerful for building, tracking and growing customer relationships.

What if I have questions?

The Generopolis team is available for your questions. Email hello@generopolis.com for support.