

## BlackBear / Funding Zone

In Partnership with Blast Athletics [www.blastathletics.com](http://www.blastathletics.com)

- Social Media has taken over the world. Why not work with us to combine team communication, recruiting, fundraising and crowdsourced coverage for your team/school.
  - Why is every function handled separately? We have a solution.
  - Group communication, team websites/apps, calendars, fundraising, real-time coverage, highlight videos/photos, websites and stats.
  - We can help connect all of this technology in one place.
  - Example
    - Imagine you are about to travel to your daughter's club softball game, and you open the Blast Athletics App to get the game time and directions. While at the game, you are filming with your phone and catch a great highlight of your daughter running a double play, so you post it to that game's page on Blast and tag the shortstop and first baseman. Just by posting that video, it is immediately shared on the team's webpage, the club network page, and each athlete's Blast Profile. Anyone following along online can view it as soon as it uploads. The video will later be emailed to each of your daughter's sponsors from the Blast fundraiser.
- If you can use Facebook you can easily master Blast.
- **Payments + Fundraising** – Blast has combined payment management with online fundraising on the same platform. This is perfect for youth leagues, teams, bands or entire schools.
  - Team admins can request, collect and track payments from team members on Blast.
  - If a team member needs financial assistance, they can fundraise via Blast to reduce individual dues.
  - All money collected goes directly to the team with accounting and tracking automatically happening.
- **Your Blast Tech Rep** – We pride ourselves in our exceptional customer service.
  - Every team, school, club, league and band will be assigned a live, domestic Blast rep. Your rep will help your program get set-up and maintained throughout the entire year.
- **Fundraising** – Blast has taken off because our fundraiser does something that no other fundraisers do – give the family and friends who donate what they want.
  - Some of people who participate in fundraisers don't want the product as much as they want to support a loved one or neighbor.
  - What do they really want? A connection and the ability to see where their money went.
  - Updates on the person and team for whom they donated.
  - Weekly updates from Blast keep all donors involved and engaged.

- **Straight Forward Pricing** – With no hidden fees, upsells or penalties, you can run your team, league, club, band or school for free.
  - We make our money on fundraising, with a small override on payment processing.
  - We create an online bank account for each program.
  - Money can only be accessed from your financial admin. You control the funds.
    - Initial Donations – 82% to Team / Monthly Recurring Donations – 90% to Team / Business Ad Sales – 82% to Team / Merchant Service Fees (Payments) – 95% to Team.
    - Included – Live Blast Rep and Merchant Service Fees (Fundraiser)
    - FREE – User Accounts / Team Websites / Athlete Showcases / Weekly Sponsor Update.
    - NEVER – Sell User Info / Popup Banner Ads
- **Recruiting Showcase** – Recruiting is all about access to information. Athletes need to build a cumulative, accurate and thorough showcase that they can instantly share with colleges nationwide.
  - Highlights, Vitals and Stats
  - Academics and Awards
- **Donations & Tracking** - There is no easier or more satisfying fundraiser. To raise money, just enter email addresses and cell phone numbers of family and friends. To give back to sponsors, just post and tag content such as videos, photos, scores and articles (as easy as Facebook). The more your team posts, the more your sponsors receive, and the better each Recruiting Showcase becomes. Since all approved team members can post content from their smartphones, there should be no shortage of coverage!
  - **Team Overview** - Team admins can track all donations at the team level and individual online or by exporting reports in Excel.
  - **Individual Tracking** - Individual tracking is thorough. Team admins can see not only how much each athlete has raised, but also how much they participated. Participation tracking is crucial at the high school level.
  - **Team Participation** - Admins can see exactly who each team member has requested a donation from: red indicating that the message was not opened, blue indicating that it was, and green showing that they received a donation.
- **Conclusion** – If you are looking to help streamline your team/group efforts while making a lot of funds in the process, please contact us today. Getting started and creating a Blast network for your team is a very easily process.