



FastTrack Fundraising Offers New Hope in Tough Times for Schools and Non-Profits

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LOS ANGELES, Apr 07, 2008 (BUSINESS WIRE) -- With a tightening economy, public schools and non-profit groups are experiencing shrinking budgets. Fewer grants and less financial support from external sources has necessitated for a greater amount of fundraising on the part of the non-profit to maintain proper functioning and growth. The challenge then comes for a group to fundraise effectively without causing donor burnout, and to provide something of value to the supporter instead of over-priced gift wrapping. Enter FastTrack Fundraising - an innovative provider of unique fundraising services that provide high-profit, value-oriented fundraisers.

FastTrack Fundraising was initially founded in 2002 to support student group fundraising. The web-based company now aids thousands of schools, churches, and non-profit groups nationwide with turn-key fundraisers, such as the custom discount card. "We have made a net profit of over \$7,100 to date, and still rising," said Natalie Rizzo of Oakview Elementary. "Wow! We'll be back." "The custom discount card is popular because the supporter gains so much more value than they donate for it, making it easy to sell to raise funds." says Harold Tan, CEO and founder. "It is a win-win-win fundraiser. Local merchants provide discounts to the bearer of the group's customized card, thereby supporting their local nonprofit and receiving free advertising. The group then sells the card for a \$10 donation - and the supporter ends up with savings of over \$200!" The old school of fundraising dealt with chocolate bars, gift wrapping, and magazine drives. With obesity concerns surrounding chocolate bars, gift wrapping not providing real value, and the safety concerns of door-to-door magazine drives, FastTrack Fundraising tackles these issues by offering effective alternatives. How about a popcorn fundraiser that is endorsed by the American Heart Association? Or gift bags that are reusable and eco-friendly? Or an online magazine drive that the tech-savvy generation can spread through MySpace? "The fundraising industry is an archaic dinosaur. It needs a fresh breath of evolution," says Tan, who is involved with various non-profit organizations and felt the labor of fundraising himself. "Fundraising should be easy, effective, and a win-win for both the supporter and the group. That is what FastTrack Fundraising is here to provide." With rampant budget cuts and waning finances, FastTrack Fundraising may just be the solution for schools and non-profit groups to keep their fiscal head above water.

About FastTrack Fundraising Started by veteran fundraisers who got tired of traditional, time-consuming door-to-door fundraising, FastTrack Fundraising (www.FastTrackFundraising.com) has been making fundraising fast and easy for over five years. Combining the power of the Internet with risk-free, guaranteed programs that generate profit immediately, the company has helped thousands of organizations reach fundraising success with ease. FastTrack Fundraising offers online fundraisers, donation fundraisers, food fundraisers, and the popular discount card fundraiser.

Organizations including schools, sports teams, churches, and student groups have benefited from FastTrack's streamlined and innovative approach to raising money.

For additional information, visit www.FastTrackFundraising.com.

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