



**SCHOLARSHIP AMERICA® DOLLARS FOR SCHOLARS®
BENEFITS & VALUE OF CHAPTER AFFILIATION**

Benefits & Values Reference Guide

benefit	value: savings
ChapterNet	\$5,000 - \$15,000 (plus 50% of your volunteer time)
501(c)(3) Tax Exempt Status	\$750 - \$2,000
Legal Fees (trademark protection)	\$1,500 - \$11,000
Customizable Website	Up to \$3,000 annually in maintenance & hosting fees
Fundraising Training & Ideas	\$65 - \$75 / hour on consulting fees
Marketing Materials	\$65 - \$75 / hour on consulting fees
Print on Demand Service	\$65 - \$75 / hour on consulting fees
Promotional Items	20 - 50% off / item
Federal Tax Reporting (Form 990 Filing)	\$250 - \$1,500 annually
Training (variety of formats)	\$25 to \$200 annually
Toll Free Technical Assistance & Customized Individual Consultations	\$750 - \$1,500 in consulting fees

benefit	value: revenue
Online Donations	\$250 - \$5,000 annually
Website Sponsorships	\$500 - \$5,000 + annually
Chapter Matching Grant Program	TBD 2014
Awards and Honors	\$1,000 - \$2,000

benefit	value: resources
Chapter Best Practices	Saves time and effort (Why reinvent the wheel?)
inTouch E-Newsletter	Up to date news, chapter and student highlights
The Scholarship Coach blog and e-books	Stay current on national opportunities, news and events. Our national website also links students, families, volunteers and donors to your chapter!
Collegiate Partners	\$1,700 for students (average matching scholarship to students)

INTRODUCTION

Dollars for Scholars® chapters are at the heart of Scholarship America®, carrying out our mission in nearly 3,000 communities across the country. Your chapter works hard every day to ensure students in your community have access to and complete education beyond high school. At Scholarship America, we work hard every day to give your chapter a variety of tools and opportunities to make that important work easier. In an effort to highlight the benefits and values we offer, we've developed a detailed summary and an at-a-glance reference guide so that your chapter can take full advantage of all that Scholarship America has to offer.

The Value of Dollars for Scholars Affiliation

Dollars for Scholars chapter affiliates and prospective chapters often ask, “What do we get through our affiliation with Scholarship America?” It’s an important question, and one that Scholarship America takes very seriously. The fact is, Dollars for Scholars chapter affiliation is one of the best values in the membership business today. With dozens of benefits exclusive to our chapters, and more being introduced all the time, Scholarship America provides value and a positive return on your investment – **up to \$5,000 to \$15,000 or more annually in either earned revenue or cost savings!**

In addition to the extensive offering of benefits that far exceed the price of dues, Dollars for Scholars affiliate chapters receive the benefit of being part of the only grassroots, national network of community-based scholarship providers in the country. But the real value of these benefits is to reach one ultimate goal that we both share – advancing the education of students. By using the many resources Scholarship America makes available to our Dollars for Scholars affiliate chapters, your chapter will continue to increase its value to your students and your community.

Read on for detailed information about the benefits – and value (savings, revenue, resources) – of affiliation.

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INCREASE REVENUE

Scholarship America understands that the number one goal of our Dollars for Scholars chapters is to raise as much money as possible to grant as many scholarships as possible. We support you reaching this goal through a variety of affiliation benefits.

501(c)(3) Tax Exempt Charitable Status: *\$750 to \$2,000 savings*

Recognition of your chapter as a 501(c)(3) tax exempt charity by the IRS offers numerous advantages and is necessary to help your chapter grow. One of the biggest benefits is exemption from paying federal income tax to the IRS. Being a tax exempt charity can save your chapter a great deal of money over time, allowing you to focus more of your funding efforts towards actual programs and services.

Another major benefit of being a charity under Scholarship America's 501(c)(3) charitable group ruling is the attractiveness to donors: your charitable status means donors can claim a tax deduction for gifts to your chapter. Many individuals and companies will not make contributions to organizations that are not recognized as a 501(c)(3) charity since they are unable to receive any federal tax benefit from their donations.

In addition to the tax and monetary benefits, being associated with Scholarship America's charitable status can offer a huge boost to your chapter's legitimacy. Scholarship America has been designated a Four Star Charity by Charity Navigator since 2001; being a part of our charitable "umbrella" has the ability to make your chapter more credible in the eyes of donors and businesses within your community.

Online Donations: *\$250 - \$5,000+ earned annually*

Did you know research shows that online giving has increased in the last year and will likely continue to do so? Cygnus Applied Research found that the majority of U.S. donors plan to give online. As part of your affiliation benefits, Scholarship America provides a customizable website for you that has the capability of accepting online donations. Your chapter can use its own PayPal or other e-commerce platform, or to save \$360 or more annually in monthly hosting fees, your chapter can use Scholarship America's PayPal

account. All donations coming through our account will be directed to you on a semi-monthly basis in the form of a mailed check. The chapter receives the value of the gift less the transaction fee charged by PayPal. Scholarship America receives no monetary benefit for offering this service.

Website Sponsorships: \$500-\$5,000+ earned annually

Another terrific feature of the website we provide is multiple opportunities for local businesses and organizations to financially support your mission in exchange for a sponsorship opportunity. Sponsorships are a business logo or tag line placed on your website that give visibility to businesses and also shows your website visitors that there are businesses supporting your mission. Scholarship America has designed the website template to make sponsorship placement easy, and provides a Sponsorship Rate Card and promotional materials that your chapter can customize to help you promote your sponsorship opportunities. One hundred percent of the revenue that you raise securing sponsorship ads goes directly to your chapter.

Fundraising Training and Ideas: \$3,000 to \$5,000 savings for consulting services or purchased tools from fundraising vendors

Through the expertise of Scholarship America's experienced national development staff, fundraising consultants and the successful efforts of our own chapters, Scholarship America provides our chapters with a number of learning opportunities, individual consultations, tools and resources. In addition to tried and true fundraising ideas, we have information on corporate sponsorships, planned giving, investments and building an endowment.

No matter the size of your community, Scholarship America can help your chapter build the skills and opportunities for raising more money!



INCREASE VISIBILITY

In an increasingly crowded marketplace of good causes and a world in which everyone is inundated with information, a strong image of your chapter is the key to building and maintaining community awareness. Creating and sustaining a visible and credible identity through marketing efforts will increase local support for your organization, and Scholarship America is here to help you with several key benefits.

Customizable Website: *Up to \$3,000 saved annually in maintenance and hosting fees*

Scholarship America provides a professionally designed and nationally branded website to all chapters, which can be customized for your chapter's specific needs. Features include an easy-to-use content management/editing tool, and useful national information and resources. Best of all, there are no set up fees, no ongoing maintenance fees and no hosting fees!

Marketing Materials: *\$250-\$2,500 savings in design/writing costs*

Scholarship America's marketing and communications experts have designed a number of marketing templates for you to customize with your own content and print conveniently through an online print-on-demand service. These professionally designed pieces can save your chapter hours of work and hundreds of dollars in graphic designer fees. In addition, Scholarship America has developed a business partnership with a print vendor to offer our chapters a convenient and inexpensive way to get your professionally-designed marketing and print materials directly to your door.

Promotional Items: *20-50% saved*

Scholarship America has purchased a variety of fun and useful Dollars for Scholars promotional items to help you promote your chapter. Because we can buy in bulk, those savings are passed along to you! The costs of these promotional items are far below retail cost, and below the wholesale price your chapter would pay if purchasing individually.

EXPAND VALUE

More than ever, students today are in need of greater levels of financial support and information to help them access and complete their college education. Students today also turn to the Internet to find the support and information they need. Scholarship America has two distinct and exclusive benefits for our affiliate chapters that will allow your chapter to better help meet the needs of today's students.

ChapterNet: \$5,000 - \$15,000 value

This new, state-of-the-art online technology platform was designed to give chapters a customizable website. It was also designed to help chapters increase their reach and their capacity to impact students by providing a more convenient way for them to apply for scholarships online, the ability to be matched to other available scholarships, and access to a variety of information and resources to help ensure their postsecondary success. Through this system, your chapter will be able to more easily stay in touch with your students, track their progress, and maintain an ongoing and productive relationship with chapter alumni.

Collegiate Partners: \$1,700 average value

Scholarship America's Collegiate Partners program guarantees that scholarships given by Scholarship America's Dollars for Scholars chapters are used in the most beneficial way to students by the 450 colleges and universities across the country with which we partner. The benefit for chapters is the peace of mind knowing that the money you've worked hard to raise and distribute will not displace need-based grant aid provided by the participating institution. The benefit for students is more money to help fund their education. For Dollars for Scholars recipients that attend one of our 100+ matching Collegiate Partners, their scholarship awards may be doubled. In an average year, through the matching Collegiate Partners program alone, Scholarship America is able to increase the value of scholarships awarded by our Dollars for Scholars chapters by 60%.

IMPROVE OPERATIONS

Scholarship America knows how hard volunteers work and how precious their time is. That's why we've worked hard and will continue to work hard to provide the following tools. We want you to have more time to do the things that are more meaningful for your chapter such as working with students, building awareness in the community and fundraising.

Federal Tax Reporting (Form 990 Filing): \$250-\$1,500 saved annually

All chapters, regardless of size, are required to either file Form 990, 990-EZ or 990-N with the Internal Revenue Service each year to maintain their charitable status. Scholarship America staff stays current with changing IRS regulations, so that your chapter doesn't have to. In addition, we will prepare this filing for your chapter at no additional cost, saving many hours of work or the cost of tax preparation.

ChapterNet: Up to 50% reduction in volunteer time

Not only does ChapterNet bring value through increasing revenue opportunities, building awareness and expanding your value to students, it's also a tool designed to streamline your administrative processes and make chapter management functions like reporting, financial management and collecting and reporting data more efficient.

Chapter Best Practices: Priceless savings of volunteer time and frustration

Over the course of 50+ years starting and supporting scholarship organizations, and being the largest provider of private scholarships in the country, Scholarship America has amassed a wealth of knowledge that we've distilled in easy-to-read, online-accessible Best Practice Guides. From building and maintaining an effective governing board, to volunteer management, to award policies, our Best Practice Guides take the guess work and research out of running an effective Dollars for Scholars chapter.

EXPAND SKILLS & KNOWLEDGE

Continuous learning is vital in creating and maintaining a vibrant and impactful Dollars for Scholars chapter, and it helps chapters position themselves to be a valuable resource to students, parents and the community. Scholarship America offers the following ongoing opportunities for learning and skill development.

Training in a Variety of Formats: *\$25 to \$200 savings*

With numerous interactive and recorded webinars, customized online learning, training videos, periodic local workshops and annual, regionally-based conferences, Scholarship America has something to fit everyone's learning style and schedule.

Topics include:

- ChapterNet set-up and management
- Fundraising
- Major gifts and planned giving
- Investments and endowments
- Volunteer recruitment and management
- Board development and succession planning
- Marketing and Public Relations
- And more!

With the exception of very modest fees to cover costs at local workshops and regional conferences, most of the training is available at no extra cost to you!

Toll Free Technical Assistance and Customized Individual Consultations: *\$750 - \$1,500 saved in consulting fees*

Can't make a training date work? Scholarship America's expert staff can provide telephone or in-person support to help answer your questions or provide guidance. Help is just a phone call away!

HARNESSE INFORMATION

Scholarship America is a key source of timely, relevant information that can help Dollars for Scholars chapters effectively manage and grow their scholarship programs. The following publications are part of chapter affiliation benefits and are available to all volunteers and staff.

E-Newsletter

The *inTouch* e-newsletter is delivered monthly to your email inbox and is also archived online for anytime access. Filled with news, opportunities, tips and effective practices from chapters, it delivers value on a monthly basis.

Print Newsletter

A print version of *inTouch* is delivered to your mailbox two times per year. This newsletter provides detailed news and information, and highlights stories of the great work chapters are doing.

The Scholarship Coach Blog and E-Books

Scholarship America produces a blog featured in *U.S. News and World Report* that provides weekly information for students and parents on scholarships – including scholarships that are available and important tips and resources for searching and applying for scholarships.

These short but helpful blog posts can be shared by your chapter to students and parents in your community. There is a link to the blog on your chapter website; we also encourage you to share a link to the downloadable e-book, which contains six months of archived articles. Either way, this electronic publication provides valuable information that you can use and share with your community.

Scholarship America Website

Don't forget to check your national organization's website on a regular basis. Our website provides timely news, information and opportunities. We also drive potential donors and volunteers to our chapters by providing links to your chapter websites.

AWARDS & HONORS

The Dollars for Scholars awards exemplify Dollars for Scholars chapters' commitment to ensuring that all students have access to postsecondary education. Chapters are selected based on exemplary involvement with Dollars for Scholars; dedication to the promotion and strengthening of Dollars for Scholars; advocacy for Dollars for Scholars, education, students and scholarships in the community; and excellence in system citizenship.

Area and National Awards: \$1,000 - \$3,000 total cash value

Scholarship America recognizes exceptional chapters and volunteers who dedicate their time and expertise to ensure a bright future for students in their communities through our annual awards program. These awards are given to three recipients in each of our five service areas.

The winners of the area awards are then eligible to be selected for the following national awards:

- The Irving A. Fradkin Chapter of the Year Award
- The H. Stuart and Marlys C. Johnson New Chapter of the Year Award
- The Ralph "Cy" Seifert Volunteer of the Year Award

Chapters receiving area-level awards have a cash value of \$1,000; national award winners receive an additional \$2,000 for their chapter.

MORE BENEFITS TO BE ADDED

Scholarship America will continue to seek out opportunities and benefits for our affiliate chapters. Here are two additional benefits that we are currently working on and hope to deliver soon.

Chapter Matching Grant Program: *Value TBD*

Scholarship America is in the process of raising revenue for a national scholarship fund, a portion of which will be set aside for a chapter matching grant program. Interested chapters will have the opportunity to apply for this grant program that will not only provide matching funds, but a menu of individualized training and supports to help selected chapters build their capacity to offer larger, renewable scholarship awards. Our goal is to offer the first chapter matching grants in 2014.

National Corporate Partnerships: *Value Varies, TBD*

Many national corporations seek opportunities to partner with a national charity that has a presence in the communities where they have local branch offices or stores. It's an opportunity for the company to create and promote a national giving campaign that has direct impact in local communities. Scholarship America actively seeks out such partnerships so that our local affiliate chapters can directly benefit from a national/local corporate giving campaign.



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