

FOR MORE INFORMATION:

Christine Temple-Wolfe
(925) 876-7191
templewolf@comcast.net

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**Top Ten eScrip Fundraising Organizations
meet at Miramonte High School**

*Miramonte Parents Club invites schools across the Bay Area to join in
first annual eScrip Summit.*

Orinda, Calif. – February 5, 2010 – Coordinators from the top ten eScrip fundraising schools/organizations and eScrip management, joined forces in the first annual eScrip Summit at Miramonte High School to brainstorm ways to improve the escrip program.

Volunteers from St. Matthew Catholic School in San Mateo, St. Christopher School in San Jose, Campolindo High School in Moraga, The Dixie Children's Fund in San Rafael, Kiddo! in Mill Valley, Amador Valley High School in Pleasanton, and Guadalupe Elementary School in San Jose, eScrip Development Director Jean Dallmann, and eScrip's Executive Vice President Joanne Remillard all attended the four hour summit on the Miramonte Campus this Wednesday.

“We have to raise \$70,000 dollars with eScrip to support our site programs each year. Our key objectives were to identify what challenges we are having in getting our families signed up with eScrip, managing their own accounts and using the online mall,” said Miramonte Parents Club Vice President of Fundraising Jackie Moreau.

The event resulted in some welcomed networking and a greater understanding of the eScrip organization, their priorities, and current projects. Key take-aways included the exchange of ideas that have worked and some that have failed. With minimal volunteer resources each year, participants were eager to learn from those most successful with the program so they could leverage the successful tools and tactics in their own communities.

The group concluded that instilling the responsibility for managing the online eScrip accounts rests with the supporters, or families that have registered to participate in the program. The volunteers agreed they would focus on building awareness, increasing purchases per eScrip user by helping supporters understand the value of signing up their debit/credit cards, creating more educational programs and incentives to promote more family participation.

“Due to privacy issues, eScrip volunteers can only facilitate some of the account management. Most of the burden falls to the families. And about half the registered users aren't updating their grocery card renewal, updated debit/credit cards and shopping online,” said Miramonte eScrip Coordinator Josie Kelley.

With continuing state budget cuts for the Alcalanes School District alone, the Miramonte fundraising team faces huge challenges for the 2010/2011 school year. Miramonte's eScrip Marketing Advisor, Christine Temple-Wolfe said that some of these volunteers are putting in 30 hours a week on this program alone. While most of the work is in the beginning of school year, there is on-going management to help customers fix issues.

"Their efforts include operationally adding accounts, solving link problems with grocery Club Cards, updating email and telephone numbers to better service accounts, pulling reports and completing analysis, and marketing the program through weekly family communications, and community press work," said Temple-Wolfe.

Safeway Corporation is the largest contributor to the Miramonte eScrip program, donating 1% back to Miramonte for school programs, which resulted in \$56,479 in 2009. The eScrip payments provide one quarter of the Miramonte Parent's Club budget.

"Without Safeway's generous donations, we would not have a lot of the wonderful educational opportunities we have here in Orinda," said Coordinator Josie Kelley. "Unfortunately, due to statewide budget cuts and declining percentages given back to the schools over the last few years, we will still face the challenge of cutting classes, programs and opportunities for our kids," she said.

Last year, Miramonte raised \$70,000 for the Parent's Club budget. With more budget cuts pending, fundraising programs like eScrip will face increasing pressure to supplement academic and student programs.

eScrip is a for profit organization that secures online and traditional brick and mortar merchant agreements to donate a percentage of their profits from families who register with them back to the local schools and organizations in their community. New members register at no cost to them at www.eScrip.com and provide their grocery club cards, debit/credit cards and can shop online at the eScrip mall to earn varying percentages for up to three groups of their choice.

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