

# Student Advantage DIRECT MAIL PROGRAM

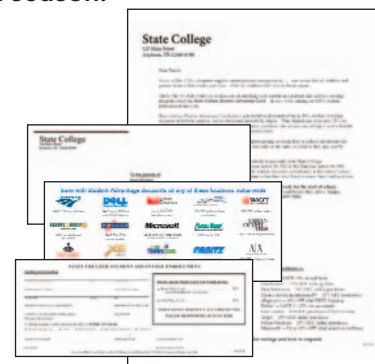


## PROGRAM DETAILS:

Deliver an exclusive discount program that helps students and their families **save hundreds** annually while creating an incremental revenue stream for your organization's programming, equipment or office needs. With our **no-risk direct mail program**, your organization simply completes a small amount of paperwork and Student Advantage will take care of the rest. With this fundraiser, you will also enjoy direct product fulfillment to the purchaser **freeing up your time** during peak season.

## PROGRAM BENEFITS:

- Offer an **exclusive discount program** for your students to use prior to arriving on campus and all year long with local and national retailers
- Student Advantage coordinates all efforts at **no cost** to your organization
- **Earn 15%** on each Card order providing a new revenue stream for your department



“ Working with Student Advantage has been a great experience. Student Advantage has provided our students with a much needed discount service, which we were able to easily implement with no up-front costs and enjoy additional revenue for our programming activities.  
**said Andrew Rittenberg Wilson, Ph.D., Assistant Dean for Campus Life, Emory University**



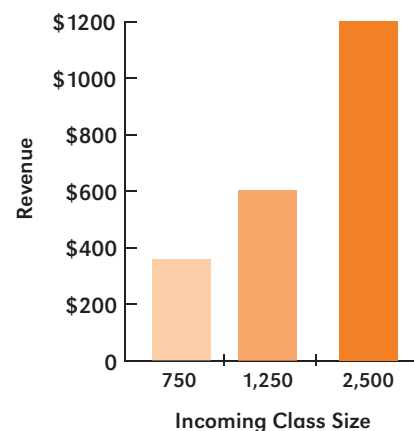
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## PROGRAM IMPLEMENTATION:

1. Student Advantage **prepares, produces and mails** your individual school mailing
2. Students and parents place **orders directly with Student Advantage** by mail or by accessing our 24/7 call center
3. Students receive their Student Advantage numbers to help them start saving immediately and their **personalized Card arrives within 10 business days**
4. Student Advantage **pays your organization quarterly** for all sales generated by your mailing

## PROGRAM SELECTION:

Interested schools should speak with a Student Advantage representative to establish key deadlines for this year's mailing program. Participation in this Summer's program requires confirmation by **May**.



**ESTIMATED SCHOOL  
REVENUE IN 1 YEAR**

## TO LEARN MORE, CONTACT:

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