

# Glo School Fundraising Program



## Why Glo?

- Why sell cookie dough, when you could offer the Bread of Life?
- A free, easy and safe way to fundraise online
- No door-to-door sales necessary, but can be done if desired & no inventory
- Works for groups of any size
- Solid profits – Up to 45% of proceeds
- No bill collecting – ordered directly from [globible.com](http://globible.com) with a special code.
- Quick turnaround time – orders ship in 1-3 days
- Service & support available from a dedicated consultant

## Why is Glo so important to the digital generation?

Glo is a cutting edge spiritual growth tool that is the next generation of the Bible. Here's a little more about what you can do with Glo:

**Grow closer to God** – Glo makes it easy to read the Bible every day. Coming in 2010 Glo can be accessed anywhere both online and on the go – even on computers that don't have Glo installed.

**Quickly find the answers you need** – Its multiple navigation lenses, including a topical lens and a "How do you feel?" tool, gives you instant inspiration for whatever your mood.

**Your spiritual home base** – Your study time is maximized and personalized. Glo is fluid and flexible with your spiritual needs and keeps track of everything you're reading.

**Virtually limitless content** – Glo has hours of audio, HD video, zoomable maps and hundreds of virtual tours. Browse world-famous religious artwork or thousands of high-resolution photos.

A real value at \$89.99\*, Glo costs about the same as a deluxe study Bible, but is easier, faster and feels natural to use. Study the Bible for academic or spiritual application using the NIV or KJV translation of the Bible, with other translations and content being added on a regular basis in addition to the related resources and media already available.

\* current promotional prices even lower



Experience the Bible Like Never Before  
[globible.com/fundraising](http://globible.com/fundraising)



## Glo by the Numbers

2,382 High-Resolution Photos

7,500 Encyclopedia Articles

463 Virtual Reality Tours

3.5+ Hours of HD Video

689 Works of Art

147 Maps

MY UNIQUE  
FUNDRAISING CODE

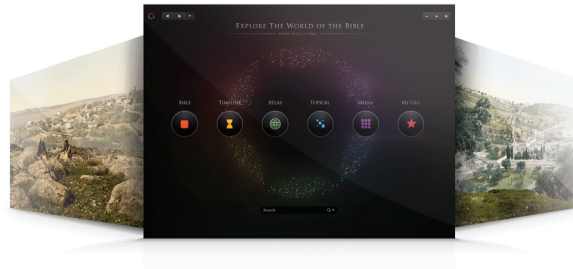
## Why Glo is better than other fundraising options?

**A product you can stand behind** - Every year, many Christian schools offer a variety of fundraisers in an effort to raise money for class projects, senior trips, books and tuition, or just the general scholarship fund. These fundraisers include hundreds of different opportunities from wrapping paper and advertising booklets, to cookie dough and poinsettia plants. Most of these fundraising opportunities are temporal, and don't have any real meaningful spiritual foundation that allow the school to really support the opportunity.

**No door-to-door sales and inventory handling** - Generally, fundraisers are sold door to door, around the neighborhood or at parent's places of employment. They involve physical goods distribution and collections. With Glo, orders go directly through Glo's website using a unique code for your school, so it's safe and easy to execute. Glo also provides ways to promote your campaign using online social networking tools.

**Higher price point ensures higher profit** - Fundraising opportunities usually net between 40-50% return on the sales, but with traditional fundraising products, the "ring through" the register is not very high, which means either the fundraiser is not very lucrative, or that a high number of products has to be sold in order to make up the revenue goal.

**Excellent service and support** - A fundraising consultant will help you every step of the way. We respect your and your buyers' time with fast answers, correct shipments and friendly, helpful service.



## How does the Glo fundraising program work?

- 1 Send an email to parents explaining the program. Copy and paste a fundraising letter directly from our website (<http://globible.com/fundraising>) to personalize and use in emails, Twitter and Facebook.
- 2 Introduce Glo to students using 3-minute video trailer available for download on our website <http://globible.com/fundraising/tools>
- 3 Become a fan of Glo on Facebook. <http://www.facebook.com/globible>
- 4 Send an email (provided) to your friends, family and co-workers introducing Glo and encourage them to buy Glo for their own personal study, and to support your school. This email will point them directly to the Glo fundraising webpage where they can buy using the special school code.
- 5 Post a message for your friends on Facebook with a link to the Glo fundraising webpage with the code.
- 6 Post a tweet for your followers on Twitter with a link to the Glo fundraising webpage with the code provided by your school.
- 7 Follow up with friends and family once a week for four weeks. Repetition is key in securing orders and ensuring a successful campaign.

For more information or to sign-up your organization, contact [fundraising@immersiondigital.com](mailto:fundraising@immersiondigital.com)

### What Others Are Saying:

*"This one is cool with a capital C."*  
-Newsweek

*"Glo Bible spreads word (and HD video) of God."* -The Guardian

*"Glo' Digital Bible Answers: What Would Jesus Click?"*  
-Fast Company

*Glo to "bring religion to digital generation"* -Telegraph

*"A brand new Bible like-no-other-before"* -About.com

