

Former Professional Athletes Team with Shop to Fundraise to Keep Non-Profits in the Game

Revolutionary New Fundraising Technique Goes Technical

March 18, 2009 - [PRLog](#) -- Shop to Fundraise is partnering with former professional athletes from the NHL, NBA, U.S. Soccer and Figure Skating sporting worlds to support non-profit organizations in raising big funds during this time of economic turmoil.

“Shop to Fundraise is offering something very unique to these organizations,” says Jerome Williams, former NBA star for the New York Knicks, “and I’m happy to be part of what they’re doing.”

Shop to Fundraise says goodbye to the traditional ways non-profits raised funds, such as silent auctions, selling raffle tickets, candy bars or doughnuts. These methods take valuable time and volunteer effort. They require committee meetings, overhead, planning, travel expenses, and some are not very safe for children. Moreover, the results are minimal at best.

“Shop to Fundraise uses the limitless power of the internet,” says Joe Raats, Shop to Fundraise president, “and bridges the gap between time-constrained volunteers and powerful retailers with large inventories.” Using a personalized Virtual Shopping Mall, an organization can reach out to its members, and beyond, to capture percentages of sales families are making anyway every day.

Gone are the days of begging people to stretch their dollars to make one small donation. Those tired old plays don’t work anymore. Shop to Fundraise lets non-profit organizations earn cash back on sales for items from toothbrushes and organic shampoos to computers and plane tickets.

“What’s great about Shop to Fundraise,” says Randy Burrige, former professional NHL All Star Forward, “is that an organization, like a youth hockey club for instance, can actually receive cash from the sales parents are already making for equipment and travel expenses. It’s a win-win situation!”

To learn more about Shop to Fundraise, visit their Web site at <http://www.shoptofundraise.org/>.

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About Shop to Fundraise

Shop to Fundraise creates health, wealth and prosperity for non-profit organizations. Originally founded as a way to support youth sports clubs, Shop to Fundraise will work for any non-profit organization. It is currently being supported by former NBA player, Jerome Williams; former NHL players, Randy Burrige, Jayson More, Pokey Reddick and Bob Sweeney; former U.S. Soccer professional, Eddie Henderson; and former professional Figure Skater, Surya Bonaly.

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Source Joseph F. Raats
Country United States
Industry [Non-profit, Shopping, Affiliate program](#)
Tags [Shop To Fundraise](#), [Jerome Williams](#), [Randy Burrige](#), [Jayson More](#), [Pokey Reddick](#), [Bob Sweeney](#),
[Eddie Henderson](#)
Link <https://prlog.org/10201375>



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