



BACK TO SCHOOL

SHOPPING GUIDE 2023



HELLO

Ready to turn over a new leaf?

Back-to-school season means lots of things: last-minute shopping trips, chilly fall evenings, and the start of new routines. And when you shop for all the season's essentials using gift cards from RaiseRight, it also means extra earnings for your organization.

Shop 750+ brands for everything you need for the busiest season of the year—whether you're stocking the kids' wardrobes, renovating your office, or whipping up a quick meal, you can find it all here. This year's Back to School Shopping Guide is chock-full of inspiration, brands, and highlights to help you raise more funds for the cause you care about.

Wondering where to start? Check out **page 6** for all the exciting brands that have launched in 2023, then see **page 9** for new ways to earn with ease. And don't miss all the back-to-school bonuses featured on **page 5** for limited-time extra earning opportunities!

Warmly,
The RaiseRight Team



Fund new opportunities

Fundraising has never been easier. Earn simply by buying physical gift cards or eGift cards to use for all your back-to-school purchases and preparations, instead of cash or credit cards, and watch the earnings add up. From school supplies to a new fall wardrobe, there's a gift card for everything on your list.

How gift card fundraising works



Buy gift cards

You get the full value of the card. Shop from 750+ popular brands.



Earn funds

The brand gives back and the earnings are distributed to your organization's fundraising program.



Allocate earnings

Your organization applies the funds to your fundraising goal (e.g. tuition assistance, sports fees, etc).



“

“I love the ease of raising funds for my children's school by shopping with gift cards. I am able to buy gift cards for my everyday shopping needs and earn money for activities at their school. It is so easy!”

Crystal H.

Earns for her children's school

Featured brands

Shop gift cards from 750+ brands and earn for your organization.

Thank you to the following brands for their support of organizations and communities across the U.S. Check out their ads in this year's Back to School Shopping Guide.



AÉROPOSTALE



L.L.Bean



NORDSTROM



Foot Locker



Apple Gift Cards



JCPenney



See all 750+ brands in the RaiseRight mobile app or at [RaiseRight.com/Brands](https://www.RaiseRight.com/Brands)

The merchants represented are not sponsors or otherwise affiliated with RaiseRight. The logos and other identifying marks used are trademarks of and owned by each represented company and/or its affiliates. Please visit the company's website for additional terms and conditions.

Your back-to-school shopping list

More potential with every purchase

Clothes & Accessories EARN %

Abercrombie & Fitch	5%
Aeropostale	10% 13%
American Eagle®	10% 12%
ASOS	5%
Athleta	14% 18%
Banana Republic	14% 18%
Belk	8%
The Buckle	8%
Carter's	10%
The Children's Place	12% 14%
Claire's	9%
Express	10%
Forever 21 (NEW)	6.5%
Gap	14% 18%
Gymboree	12%
H&M	7%
Hanna Andersson (NEW)	8%
Hollister Co.	5%
Icing	9%
J. Crew	13%
Journeys	10% 13%
Lands' End	15%
L.L.Bean	16% 18%
Maurices	7%
Old Navy	14% 18%
OshKosh	10%
T.J. Maxx	7%
ThredUp	7%
Victoria's Secret/PINK (NEW)	5.5%

Shoes

allbirds	6%
DSW	8% 11%
Famous Footwear	8%
Foot Locker	8% 11%
Shoe Carnival	5%
Zappos.com	8% 11%

Tech & Home Office EARN %

Amazon.com	1.7%
Apple	5%
Barnes & Noble	8%
Best Buy	4% 5%
The Home Depot®	4% 7%
Meta Quest (NEW)	6.5%
Office Depot / Office Max	5%
Staples	5% 8%
Wayfair	6%

Dining

Applebee's	8% 13%
Arby's	8% 12%
BJ's Brewhouse (NEW)	8%
Buffalo Wild Wings®	8% 12%
Chipotle Mexican Grill	10% 13%
Domino's®	8% 12%
DoorDash	3% 5%
IHOP	8% 11%
Jersey Mike's Subs	6%
Jimmy John's (NEW)	8%
McDonald's	2%
Outback Steakhouse	10% 13%
Panda Express	8% 11%
Panera Bread®	8% 12%
Papa John's Pizza	8%
Pizza Ranch	8% 10%
Shake Shack (NEW)	5%
Sonic	8% 12%
Starbucks	4.5% 6.5%
Subway	4.5%
Texas Roadhouse	8% 10%
TGI Fridays	9%
Uber Eats	2.5%
Zaxby's	8% 12%

School Uniforms EARN %

Dennis Uniforms	5%
School Uniforms by Tommy Hilfiger	5%
Lands' End School	15%

Haircuts & Body Care EARN %

Bath & Body Works	12% 17%
Great Clips	8%
Sally Beauty	12%
Sephora	5%
ULTA	7%

Sports Equipment

Academy Sports + Outdoors	4%
adidas	13% 14%
Champs Sports	8% 11%
Columbia Sportswear	12%
Dick's Sporting Goods	8%
Dunham's Sports	8%
Fanatics	7%
Nike	12%
REI	8%
Scheels	8%
Under Armour	11% 16%

Everything On Your List

Amazon.com	1.7%
Big Lots!	4%
Burlington	8%
Chewy (NEW)	5%
Instacart / Instacart+ (NEW)	4% 6%
JCPenney	5% 8%
Kohl's	4%
Macy's	10%
Marshalls	7%
Nordstrom	4%
Sam's Club	2.5%
Target	2.5%
Walmart	2.5%

SHOP SPECIAL BACK TO SCHOOL BONUSES JUL 22 - AUG 4 ONLY

Bonuses valid 7/22/23 through 8/4/23 and are subject to change without notice. See the mobile app or website for details.

See all 750+ brands in the mobile app and at RaiseRight.com/Brands. Filter your search by category, card type, and ship to home.

Earn with new brands in 2023

With 750+ gift card brands to choose from, the ways to earn are nearly endless. Plus, new brands are being added all the time. Check out these new brands that have launched already in 2023, with more coming soon!



Check your inbox and follow us on Facebook to stay informed when new brands are added.
Shop these brands and more in the RaiseRight mobile app or at [RaiseRight.com/Brands](https://www.raiseright.com/Brands)

The merchants represented are not sponsors or otherwise affiliated with RaiseRight. The logos and other identifying marks used are trademarks of and owned by each represented company and/or its affiliates. Please visit the company's website for additional terms and conditions.



Classic looks to conquer first-day jitters

Shop and earn on cool, comfy clothes for the whole family.

Gap gift cards can be used in-store and online at Gap, Gap Factory, Banana Republic, Banana Republic Factory, Old Navy, and Athleta brands.

EARN 14%



SUPPLIES, SUPPLIED

Pencils and markers and notebooks, oh my! Shop and earn on school supplies, office tech, and more at Staples.

———— Earn 5% ————



Everything on your list, plus extra.

Fresh supplies and everything else you need to start the school year off strong. Plus, earn 2.5% to give back to your community.

———— Earn 2.5% ————



Keep earning the easy way

Take advantage of these new features released in 2023 that make earning with gift cards easier than ever.



Push Notifications

Get notified when brands you buy go on bonus.
(App only)*



NEW! Flag for New Brands

Easily identify new brands that offer earnings.
(Web & App)



Buy Now Button

Quickly purchase eGift cards and reloaded funds.
(App only)



Bulk eGifting

Send an eGift card as a gift to up to 125 recipients at once.
(Desktop only)

*To receive push notifications, visit your mobile device settings and enable notifications from RaiseRight.

🍏 Gift Cards



For everything and everyone.

Products, accessories, apps, games, music, movies, TV shows, iCloud+, and more. This gift card does it all. And then some.

EARN 5%

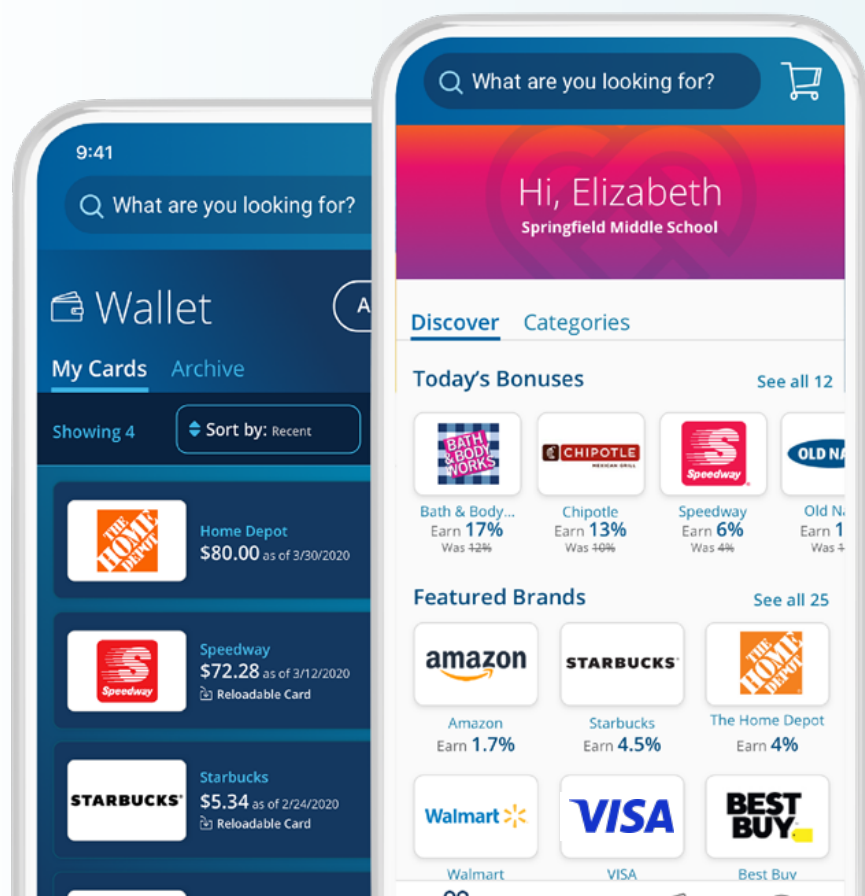


———— Earn 8% ————

Best Foot Forward

Now entering your sneakers-all-day everyday era. Here's to kicking off something new, as always, with your best foot forward when you earn for your organization.

Available as physical or eGift cards. Redeem in-store or online at dsw.com.



Fundraise easily anytime, anywhere with the RaiseRight mobile app

Whether you're at home or on the go, you can use the mobile app to shop, purchase, and access gift cards.



Learn more and text the download link to your phone at www.raiseright.com/mobile-app

BACK TO SCHOOL

— B O N U S E S —

50+ BRANDS

JUL 22 TO AUG 4

L.L.Bean

DSW
DESIGNER SHOE WAREHOUSE®

OLD NAVY



THE CHILDREN'S
PLACE

— + MORE —

Mark your calendar for upcoming bonus earnings from many popular brands. Jump-start your fundraising account by earning extra on school or office supplies, new clothes, sports gear, and more.



EARN 1.25%

One gift card to get it all

Back-to-school shopping comes with earnings and no activation fees when you shop using Visa® gift cards from RaiseRight. Get the full value of your card and everything your student needs to start the year off right.

The Visa Gift Card is issued by Pathward®, N.A., Member FDIC, pursuant to a license from Visa U.S.A. Inc. Cards may be used only at merchants in the U.S. everywhere Visa debit cards are accepted. No cash access. See Cardholder Agreement for details.



MAKE THIS SCHOOL YEAR LEGENDARY

Buffalo Wild Wings gift cards can be used for dine in, takeout, and delivery through the Buffalo Wild Wings website and app.



**BUFFALO
WILD
WINGS®**

— **EARN 8%** —

Gift cards not redeemable through third-party delivery services.



EARN 4%

IT'S TIME FOR BACK-TO-SCHOOL DOING

Do more with your space with gift cards that give back. From decked-out dorms to stay-a-while study spaces, everything you need is at The Home Depot®.

Earn with convenience— gift cards delivered right to your door

Get gift cards from 250+
brands sent directly to you
with the ship to home option—
available in the mobile app or
on **RaiseRight.com**.



Filter your search by **Ship to Home** or look for the label on
your favorite brands.

amazon

Apple Gift Cards



BARNES & NOBLE



STARBUCKS™

BEST
BUY

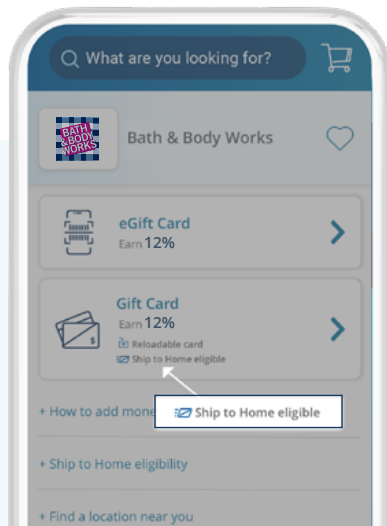


VISA

Walmart*



+ MORE



How it works

Shop a category and filter your search by
gift cards that are ship to home eligible.
Or, look for the label on the detail pages
of the brands you shop.

**Plan ahead and place your orders today for home
delivery or direct to friends and family.**



BACK TO COOL

Stay on trend all year long with sensational styles from Aéropostale. Shop and earn on jeans, tees, flannels, and more.

AERO

AEROPOSTALE.COM

— Earn 10% —



FRESHNESS GUARANTEED

Hit refresh on your rotation with all-new sneakers, apparel, exclusives and more from go-to brands like Nike, adidas, Jordan - while boosting your organization's revenue!



Foot Locker

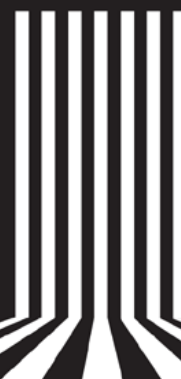
Kids Foot Locker

CHAMPS

EARN 8%

Available in E-Gift cards and physical gift cards.
Redeem at Foot Locker, Kids Foot Locker, and Champs.

IT'S
**SNEAKER
SEASON**
Foot Locker





ULTA[®]
BEAUTY

the *possibilities* are beautiful.

Beauty at its best

From radiant skin to a new do, rock your back-to-school look with confidence. Shop top brands from Ulta Beauty and make it your best year yet.

———— Earn 7% ————



Gift Card

WELCOME BACK TO SCHOOL with the Shell Gift Card



EARN 1.5%

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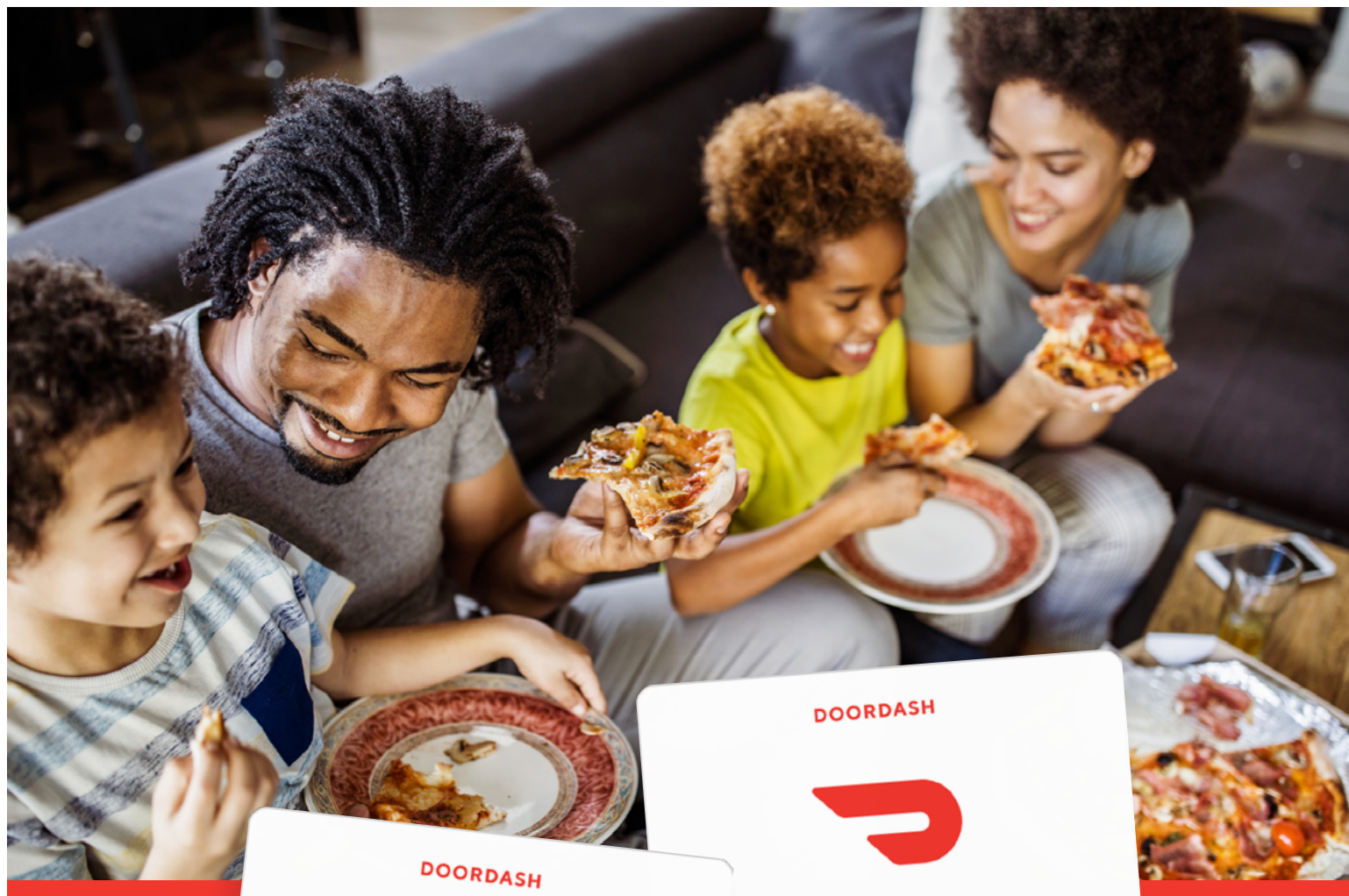
Achieving Fundraising Goals with Fun Incentives

Chilton Area Catholic School in Wisconsin has been gift card fundraising for over 20 years. Run entirely by volunteers, their program encourages participation by offering fun incentives when monthly fundraising goals are met, including ice cream sundaes for the students and an arctic splash challenge with staff members. The earnings help cover budgetary expenses and are split with families to assist with tuition costs as well.

"For the past several years, we have had a goal of selling at least \$1 million. We had come up short in the past, so we did an extra push at the end of 2022 and were finally able to reach our goal! For us being a small school of 120 students, with a program run completely by volunteers, this is an amazing accomplishment."

-Deb, Program Coordinator

Read more Impact Stories at
www.raiseright.com/about-us/impact-stories



DINNER, DELIVERED

For whirlwind weeknights or cozy weekends, DoorDash delivers both food and funds. Order takeout favorites, groceries and more delivered straight to your door.

— Earn 3% —

BACK TO STYLE

Shop JCPenney for deals and fashion finds that will help them shine on their first day and beyond.



**Earn
5%**



Fund what you love, wear what you want

Look your best and stay on trend this fall. Earning 4% goes with every outfit.

NORDSTROM

———— Earn 4% ————



A MEANINGFUL MEAL

Busy schedules shouldn't mean sacrificing time for a meal with your family. The taste of home-cooked convenience is full of flavor and variety with Home Chef.

———— Earn 7.5% ————





BACK TO BUSY

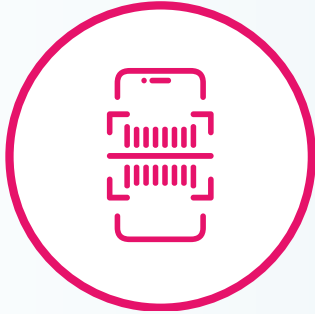
Take dinner off the to-do list and enjoy deliciousness with classic faves or something new. Make it the perfect pairing when you combine your meal with earnings for your organization.

EARN 8%

Panera, Panera Bread and the Mother Bread logo are the intellectual property of Panera Bread and are used with permission. The gift cards featured are not sponsors or otherwise affiliated with this company/partner. See gift card(s) for details, terms, conditions, and (if applicable) fees.

A gift card for everyone and everything.

Look for these icons to filter your search or shop by card type in the app or on RaiseRight.com



eGift Card



Reloadable Card

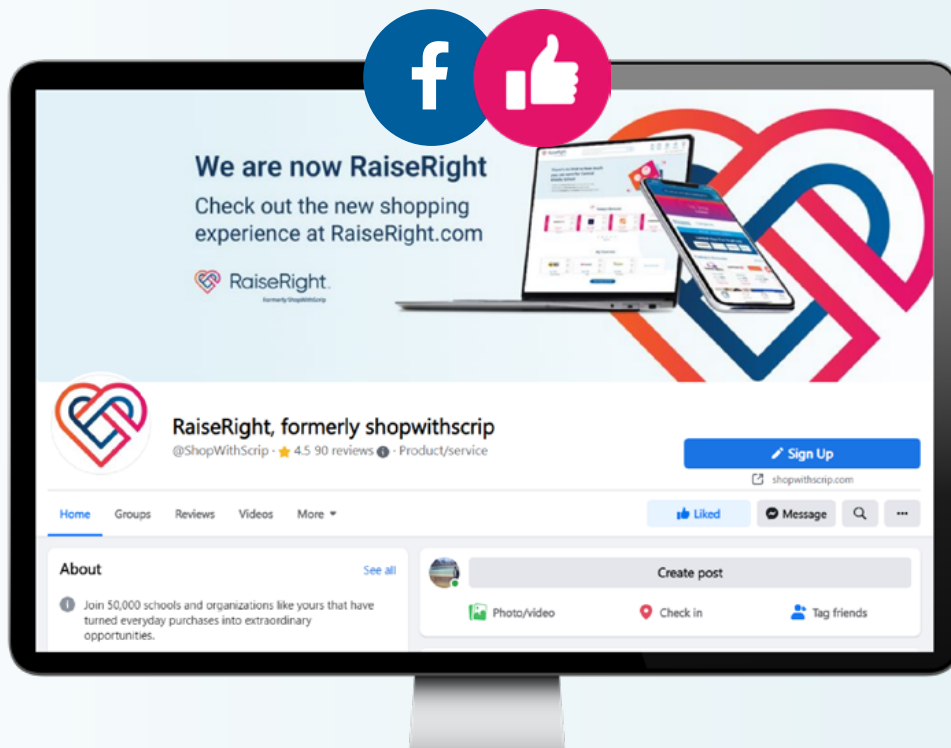


Physical Gift Card

Learn more at raiserright.com/resources/participant/gift-card-types

Like us on Facebook

Hear about the latest bonus earning opportunities, brand updates, and more.





Gear up for fall

For lessons in the classroom and adventures in the great outdoors, shop L.L.Bean for quality jackets, backpacks, lunch boxes, and more.

———— EARN 16% ————



WOK AND ROLL

Bring good fortune and fun to the dinner table with fresh, flavorful American Chinese favorites from Panda Express.

— Earn 8% —



Drive up and dig into delicious earnings with gift cards from SONIC.



Busy fall weeknights and midday pizza parties are better with Domino's®. Earn with every cheesy bite.

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Funding Competitions Through Everyday Expenses

With a mission to provide students of all ages with an enriching dance experience, Michigan-based Dance Xplosion began using gift card fundraising to help their DX Competition dancers with associated costs of competing and attending conventions.

"We encourage families to earn through communication and live examples—common, everyday expenses that you'd be paying for anyways, such as gas, groceries, eating out, etc. The ability to be a year-round, ongoing fundraiser is effective in building participation—those participating are wishing we started this years ago!"

-Tammy, Program Coordinator



Read more Impact Stories at
www.raiseright.com/about-us/impact-stories

**Earn
8%**

Short stacks and smiles

Give from the heart straight to the stomach. Shop gift cards that give back from IHOP—available in physical gift cards and eGift cards.





REAL FOOD. REAL VALUES.

Get groceries and give back when you shop at Fresh Thyme. Earn for your organization and get the healthy staples you love.

————— **EARN 5%** —————



Bath & Body Works®

Back to School

WITH CLEAN, HAPPY HANDS

Stock up on good, clean fragrance fun and
earn 12% for your school or non-profit
on gift cards & eGift Cards.





— Earn 4% —

Check shopping off your to-do list

Order groceries with Instacart and get weeknight dinner essentials delivered straight to your door.

Instacart delivers items from hundreds of stores



+ MORE

More top brands for back to school

SHOP ALL
750+
BRANDS



AMERICAN EAGLE



BARNES & NOBLE



FOREVER 21

LANE BRYANT

LANDS'END



+ 100s
MORE

See all 750+ brands at [RaiseRight.com/Brands](https://www.RaiseRight.com/Brands)

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How to order



Already have a RaiseRight participant account?

Order on the RaiseRight mobile app or on the **RaiseRight.com** website.



Don't have an account yet?

Follow the easy steps to get started at **RaiseRight.com/m/StartEarning**. Check with your program coordinator to get your organization's unique enrollment code.



Want to support without setting up an account?

Ask your organization's program coordinator about options available to buy gift cards.

Have other questions?

Contact our RaiseRight Customer Support team.

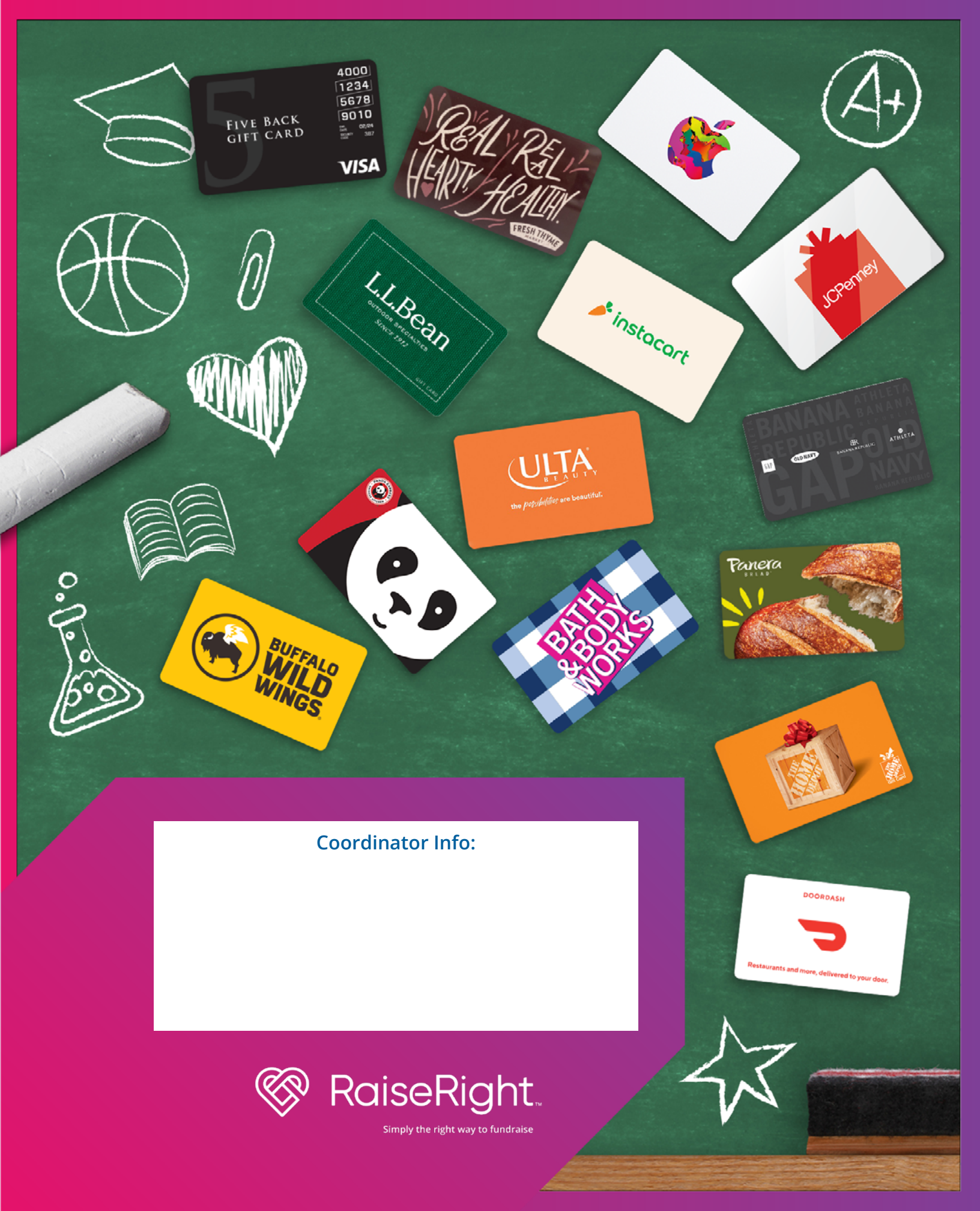
800.727.4715 Option 3 | Support@RaiseRight.com



"We have 3 children and gift cards help us pay tuition for school! They are so easy to purchase and we love the selection...for ourselves, teachers, and family."

Julie W.

Earns for her children's school



Coordinator Info:



RaiseRight™

Simply the right way to fundraise