



**DOG TAGS • MUSIC DOWNLOADS • TICKETS
CLUB MEMBERSHIPS • V.I.P. PASSES**



Fundraising

The San Diego Cooperative Charter School is a small K-8 public school with a limited budget. They required an innovative solution to support their fundraising and school merchandise needs. The school decided on two items, the Ego Id full color tag with and without serialization, plus a custom web interface. The plain back tag was purchased by the school's parent organization and sold as school merchandise. The serialized tag was incorporated into the school's annual gala celebration serving as both a raffle ticket and commemorative for the event. Participants registered their tickets on-line prior to the festivities thereby making them eligible for the raffle and garnering the school a valuable fund raising data base for future use.



"As a 501C3 parent cooperative charter school in our second year of operation, we had neither the budget nor the ability to create an integrated fundraising and merchandise program. The Ego Id tag proved to be an amazingly cost effective way for us to achieve our institution's goals. Parents and children alike loved the tags as a merchandise item, and the ability to require participants in our gala event to enter demographic information through an on-line registration process linked from our school's home page not only extended our outreach capabilities this year, gave our institution a jump start on next year's fundraising efforts. We now possess a data base that we will be able to utilize for years to come."

Jennifer Currie, Board of Directors San Diego Cooperative Charter School



Fourth grade students proudly display the school tag.

Prices below include one full color Ego Id Tag with a unique serial # on the reverse side, individually polybagged with 30" steel neck chain

250 pcs	500	1,000	2,500	5,000	10,000
\$2.68	\$2.14	\$1.97	\$1.62	\$1.44	\$1.23

(Set Up Charges = \$85 Front, \$31.25 Reverse)

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