

# Fundraising News

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*“It’s time for a change—It’s time to give the students more—It’s time to make more profit—It’s time for **IntellMatcher**”*

*“The two-page result sheets contain more details and information for students than any competing product—all for one low price”*

*“With over 250 standard questions and the ability to create your own, you can easily tailor a questionnaire that is appropriate for any academic level—even **friend matching** in elementary schools!”*

## New fundraiser gives students more and makes more profit

Yes—it’s finally here. The “*Next-Generation*” matchmaker fundraiser. Students want more and it’s up to you to find ways to give them more. Obviously, giving them more will cost more *right*? Not with **IntellMatcher**! For those of you who have never done a matchmaker fundraiser before, we’ll give you a basic idea of how exciting it can be for students and how profitable it can be for the school.

Students answer a multiple-choice questionnaire with a variety of questions, such as “What type of movies do you like?” and “What color eyes would you like your match to have?”. These answer sheets are then processed by SNJ Enterprises and compiled to produce a detailed *two-page* result sheet that you

sell back to the students. You choose the price to sell them for and you *never* pay for any result sheets that you don’t actually sell to students! You can’t go wrong because there is no out of pocket costs to you!

Students love the new *two-page* results sheets. You always have the option to remove any section on the result sheet at no extra cost. *Some* of the categories on the result sheet are:

- ◆ 10 top dates in your grade
- ◆ 10 top dates in your school
- ◆ 5 top friends in your grade
- ◆ 5 top friends in your school
- ◆ Least likely dates/friends
- ◆ Plus dozens more!

Students also love the birthday trivia that is

included such as other famous people born on their birth month and day as well as a variety of facts like how many students are older/younger than them in their grade/school.

It’s easy to get started! Just pick up the phone and give SNJ Enterprises a call and they’ll send you free information. Better yet, visit them on the web at [WWW.SNJENT.COM](http://WWW.SNJENT.COM) where you can see actual samples of everything you will receive.



## Intelligent matching technology produces better results—students are more satisfied

Many companies have *matchmaker* fundraising services but none have *IntellMatcher Technology* from SNJ Enterprises.

This new technology produces extremely accurate matches when compared

to standard matching techniques. Instead of systems that simply *count* how many questions each student and their potential match answer the same, *IntellMatcher* technology carefully *weighs* the student’s answers

when comparing and uses sophisticated, proprietary algorithms to produce the most accurate result sheets you can imagine. Don’t think it matters? It really does! For more detailed information visit [WWW.SNJENT.COM](http://WWW.SNJENT.COM).

## School summary reports provide great information for school newspapers

Included with every event from SNJ Enterprises are several detailed summary reports for your school.

The first of these reports is the school summary report. This is packed with information such as:

- ◆ Number of perfect %100 matches
- ◆ Number of perfect %0 matches
- ◆ Oldest & youngest students
- ◆ Average #1 match percentage
- ◆ Number of students participating
- ◆ And dozens of other categories

You receive this information not only for your entire school as a whole but for each grade individually as well.

The second report you receive is just plain amazing! Imagine a report listing all of the questions and answers on your questionnaire along with the number of

students that selected each individual answer. This information is broken down by grade and gender for both the entire school as a whole and each grade individually.

With this report you can find out, for example, how many females in 10th grade have blue eyes.

The possibilities of things you can do with this information is endless. Since the information is *not student-specific*, schools might wish to include some of this information in their school newspaper or newsletter. Perhaps each day during the morning announcements, tell the entire school an interesting fact or two. This also helps get the students more excited about purchasing their lists.

For more information and some great samples, see the summary reports section at [WWW.SNJENT.COM](http://WWW.SNJENT.COM).



### Big discounts now available for receiving electronic results

Want to make even more profit on your fundraising event? Choose to receive your results electronically from SNJ Enterprises.

You will receive the results in Word 2000 format that you can print right at your school.

Not only will you save money, but you will also receive your results several days sooner because there is no shipping time involved. Also, you can customize the sheets by removing sections or adding your own school graphics and logos before you print them!

For more information, see the discounts section at [WWW.SNJENT.COM](http://WWW.SNJENT.COM).

## Special offer gives students *another* two-page results summary sheet for free!

It's hard to believe but it's true. For a limited time, SNJ Enterprises is making available to schools, *another* two-page summary results sheet for them to offer to students.

This student summary report is included, in electronic format only, with every fundraising event at no extra charge to the school. Should the school decide to print these Word 2000 formatted result sheets, they have the option of either including them with the standard student result sheets at no extra charge or selling them to the students in addition to the standard result sheets.

Since these extra student result summary sheets *cost you nothing*, the potential for more profit increases and the satisfaction of the students goes way up.

So what exactly is this student summary report? Well, it is probably one of the greatest things they'll like about your event. This report lists all of the relevant questions from the questionnaire and the answer the student chose for each question.

Next to each question and student answer is the percentage of compatibility, per question they had with each of their top 10 date matches in their grade, top 10 date matches in their school, top 5 friend matches in their grade and top 5 friend matches in their school.

It's amazing! The student can see how compatible they were, for example, on the question relating to "*How many books did you read last month?*". It will be the talk of the town for weeks to come and best of all, it's free! See the samples at [WWW.SNJENT.COM](http://WWW.SNJENT.COM).

### Information Privacy and Security Notice

SNJ Enterprises takes the privacy of the information provided by students seriously. This information is **not stored on any server or storage device that is directly connected to the internet**. We will not give or sell any information provided by you or your students to any other party for any reason whatsoever. No student or school information is stored or will ever be stored on any website or web server. School and student information is stored on secure, dedicated servers, only for the time required to process. When your fundraising event has finished, **all information is deleted**.

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