

FUNDRAISING PERKS

- \$25** A physical “come home” flier in the mail
- \$50** Featured among “Those Who Stand For Nothing” on our website
- \$100** Liberty Triangle pin & bracelet
- \$250** Exclusive #zeroLRA “Dream” tee
- \$500** All Invisible Children’s colored reed bracelets & accompanying films
- \$1000** A canvas MEND Tote
- \$1500** Invisible Children’s Silver Bracelet & access to exclusive MYSTERY video
- \$2500** Your name engraved on a plaque at the HF Radio Headquarters and a “Peace and Action” necklace
- \$5000** Ticket of admission to Fourth Estate Summit 2014
- \$10000** VIP experience and all-expenses-paid trip to Invisible Children’s 10 Year Anniversary Benefit Show in Los Angeles
- \$15000** An Invisible Children celebrity activist will make you a personal video, and your story will be featured on Invisible Children’s social media
- \$20000** All-expenses-paid trip to Uganda with Invisible Children’s management staff
- \$35000** Round trip airfare to visit Jedidiah Jenkins, wherever he’s having his current adventure
- \$50000** Your very own, very loved Invisible Children van

Rules of #zeroLRA

When you qualify for a perk you will receive an email within 24 hours. This email will ask you to “claim your perk.” In several cases, you will need to fill out a form with info like your t-shirt size or mailing address. Invisible Children can only deliver your perk if and when you claim it.

IMPORTANT: *You have to fill out a new form for every perk you claim, even if you've already submitted the information before. If you're asked for your mailing address 3 times, submit your mailing address three times. #necessaryevils*

- ▶ All perks must be claimed by **January 10, 2014**.
- ▶ An individual may earn every perk. They are cumulative.
- ▶ Teams are eligible for two perks:
 - 1) If your team collectively raises \$20,000, the team may send one individual to Uganda. Your team has to figure out who that will be. We thank you in advance for not making us take sides).
 - 2) For every \$5,000 a team raises, they can send one person to the Fourth Estate Summit (so if a team raises \$15,000, three people are going to the Summit. You follow?)
- ▶ Every two weeks a trip to Uganda will be awarded to the individual who raises the most money in that time. That will be measured by the amount on your personal fundraising page.
- ▶ Throughout the campaign there will be three livestream holdouts. During each livestream holdout a trip to Uganda will be raffled off. For every \$25 you raise, your name will be entered into the raffle once. So if you raise \$100 during the live stream, your name will be in the raffle 4 times.
- ▶ Additional details and rules will be clarified soon.

Details about specific perks

\$5,000 - Your application and registration fees for the 2014 Fourth Estate Summit will be waived. It's a fancy way of saying Summit admission, housing, and food will be provided to you free of charge; and it's a polite way of saying that you are responsible for your own transportation to and from the Summit.

\$10,000 - The invitation to the 2013 Holiday Benefit Show is an all-expenses-paid trip. That constitutes airfare, lodging, meals, and transportation to and from the airport. So what. You're a rockstar. To qualify for this perk you must hit \$10,000 by December 6th, to allow for travel arrangements.

\$20,000 - You will travel to Uganda in a group with the other students and perk winners. Select members of Invisible Children's management team will be on the trip with you. This perk includes airfare to Uganda as well as shuttle transportation, food, and dormitory lodging within Uganda. You are responsible for immunizations, getting a passport, visa fees, and your roundtrip airfare to San Diego.

\$35,000 - The trip to visit Jedidiah Jenkins on his bike riding adventure includes the cost of airfare. We'll get you there and we'll get you home. We have no idea where he'll be or if he'll make you ride a tandem bicycle with him. All signs point to yes.

\$50,000 - Full disclosure: Winning a very-used Invisible Children van comes with a few inconveniences/expenses, including taxes, title transfers, paperwork, etc. We'll try to make the process as smooth as possible.

#ZERO LRA