

## Youth Sports Fundraising Kit Enterprise Rent-A-Car

Are you ready to earn fundraising dollars for your team while doing an everyday activity – renting a car? Join the Youth Sports Fundraising program with Enterprise Rent-A-Car and 5% of all qualifying purchases will go to your youth sports team.

Detailed instructions on registering for the program and tracking your fundraising success are below.

### Registration Instructions

Before you begin the registration process you will need 2 items:

1. Team tax ID – You will receive a 1099 tax form at the end of the year for declaring income of any fundraising dollars earned for your team.
2. Team Website or Facebook Page – for promoting the fundraising program to team members, family and friends.

Visit Facebook to create a team page, or you can consider some of the online website development services such as:

Shutterfly

eteamz.com

Fundly.com

Teamsnap.com (cost associated)

MySportsSite.com (cost associated)

Next you will need to join the LinkShare network, the technology behind the fundraising program.

TIP: For the best user experience, do not use Google Chrome when connecting to the LinkShare website.

3. Registering with LinkShare is easy. Visit [www.linkshare.com](http://www.linkshare.com)

Click on the “Publisher: Join Now” button in the bottom right-hand corner.

**Rakuten LINKSHARE™**

ABOUT US | JOIN | OUR CLIENTS | SITEMAP

Search | United States

What We Do | Affiliate | Leads | Search | Events | News | Blog | Login

**Advertisers Publishers Agencies**

Grow sales and find new customers using the industry's leading Affiliate Marketing Network. Our solutions will help you exceed your online sales objectives while staying within your budget. Become an expert and get [certified](#) as a Rakuten LinkShare Program Manager for Affiliate Marketing.

Online marketing solutions for Advertisers:

- [Affiliate Marketing](#) Network, Services and [Certification](#)
- [Lead Generation](#) Network and Services
- [Search Marketing](#) Management

**LEARN MORE**

**Affiliate Programs**

Rakuten LinkShare is a leading provider of full-service online marketing solutions specializing in the areas of Affiliate Marketing, Search Marketing, and Lead Generation. As the online marketing industry continues to evolve at a fast pace, advertisers, publishers and agencies are turning to Rakuten LinkShare for technology innovation, superior service and most importantly - *RESULTS!*

**Press Releases**

August 23, 2012  
[Rakuten LinkShare Reports Strong Q2 Demand for Affiliate Marketing Services and Solutions in the US, Canada, UK and Japan](#)

August 7, 2012  
[Rakuten LinkShare Announces the Industry's First Certification Program for Affiliate Marketing Managers by a Major Network](#)

**Symposium Toronto**

**RAKUTEN LINKSHARE SYMPOSIUM TORONTO 2012**  
NOVEMBER 7  
TRUMP INTERNATIONAL  
**REGISTER NOW**

Learn more

See More Affiliate Programs

1800flowers.com | for all 7mankind | at&t | Walmart | BARNES & NOBLE

**PUBLISHERS JOIN NOW** 3 STEPS

4. Complete the online registration form.

TIP: Write down your Username and Password for future use. Remember, it is case-sensitive.

**Rakuten LINKSHARE™**

LinkShare > Publisher Signup

Signing up as a LinkShare publisher is quick, easy, and free!  
Just complete the info on this page and you'll be up and running in no time.

1 Company & Account Info      2 Website Info      3 Done!

**Company Info**

Country: Select ...  
Legal Entity Type: Non-Profit  
Business Name: \_\_\_\_\_  
Employer ID Number: \_\_\_\_\_  
Address 1: \_\_\_\_\_  
Address 2: \_\_\_\_\_ (optional)  
City: \_\_\_\_\_  
State: Select ...  
Zip Code: \_\_\_\_\_ e.g. 12345 or 12345-6789  
Phone: \_\_\_\_\_

**Contact & Account Info**

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
Username: \_\_\_\_\_  
Password: \_\_\_\_\_  
Confirm Password: \_\_\_\_\_  
Security Question: \_\_\_\_\_

5. After setting up your LinkShare account, you will need to send an email to let us know you would like to join the Youth Sports program. You will need to include your LinkShare username in the body of the email request.

Send the email to: [ls-fundraising@linkshare.com](mailto:ls-fundraising@linkshare.com)

Include content: I would like to join the Youth Sports Fundraising program.

Include your LinkShare Site ID, found in the upper right corner of the LinkShare website when you are logged in to your account.

6. You will receive an email from LinkShare letting you know that a private offer has been extended to you.

To complete your registration to the Youth Sports fundraising program, log in to your LinkShare account.

Navigate to "PROGRAMS" in the red menu bar

Select "Private Offers"

Check the box to the left of the Enterprise logo and click "Accept"

Affiliate Network | Home | **PROGRAMS** | LINKS | REPORTS | MESSAGES | MY ACCOUNT | ADVERTISER SEARCH: Enter Advertiser Name | Help!

Categories | New Advertisers | Premium Advertisers | My Advertisers | **Private Offers**

What is a Private Offer?

Results 1-1 of 1 | Filter Applied | clear filter

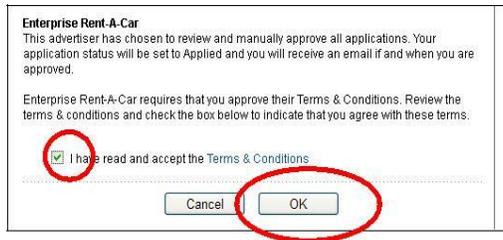
Advertiser	Offer	Commission	Start Date	End Date	Return Days	Current Program	Status
<input type="checkbox"/>	<b>Sports Team Private Offer</b> Enterprise is the largest car rental company in North America with more than 6,000 neighborhood and airport locations. Enterprise is known for exceptionally low rates and outstanding customer service. <a href="#">View Links</a>	private   5.00% commission on all goods	10-05-2012	10-05-2013	1 Days	private   5.00% commission on all goods	Extended Accept Decline

Accept    Decline

Show 25 items per page

1

7. After accepting the offer, you will need to accept the terms and conditions for the programs.



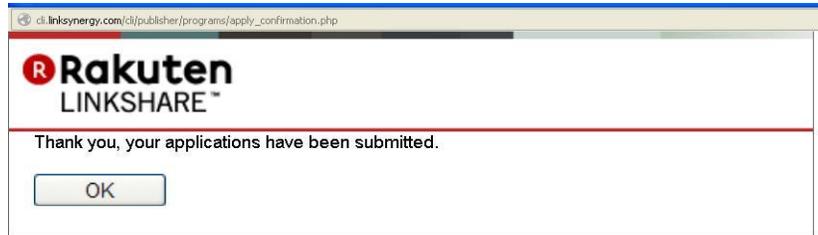
**Enterprise Rent-A-Car**  
This advertiser has chosen to review and manually approve all applications. Your application status will be set to Applied and you will receive an email if and when you are approved.

Enterprise Rent-A-Car requires that you approve their Terms & Conditions. Review the terms & conditions and check the box below to indicate that you agree with these terms.

I have read and accept the Terms & Conditions

Cancel OK

8. After accepting the terms of the program, you will see a confirmation screen confirming you are now in the program.



cli.linksynergy.com/cli/publisher/programs/apply\_confirmation.php

**Rakuten**  
LINKSHARE™

Thank you, your applications have been submitted.

OK

### **Fundraising Ideas**

A few ideas for promoting the fundraising opportunity to team members, family and friends include:

- Posting banners and text links on your team website
- Email blasts to friends and family
- Posting links on your team's Facebook page

## Promotional Creative

Banners and text links can be found on the LinkShare website and are available for your use on your website, in email or on Facebook.

### Banners:

The screenshot shows the LinkShare website interface. The 'LINKS' menu item is circled in green. Below it, the 'Get Links' button is also circled in green. A dropdown menu for 'Advertiser' is open, showing several options. The 'Banner / Images' option is circled in red. To the right, there is a promotional banner for Enterprise Rent-A-Car with the text: 'Rent and earn 5% cash back for your team. Reserve Now. enterprise'.

### Text links:

The screenshot shows the LinkShare website interface. The 'LINKS' menu item is circled in green. Below it, the 'Get Links' button is also circled in green. A dropdown menu for 'Advertiser' is open, showing several options. The 'Text / Email' option is circled in red.

The screenshot shows the LinkShare website interface. The 'LINKS' menu item is circled in green. Below it, the 'Get Links' button is also circled in green. A dropdown menu for 'Advertiser' is open, showing several options. The 'Text / Email' option is circled in red. Below the dropdown, there is a search bar for 'Text Link Search' and a 'Go' button. Below the search bar, there is a table of search results. The table has columns for 'Link', 'Link Type', 'Start Date', and 'End Date'. The first row is for 'Enterprise Rent-A-Car Sports Fundraising Offer (10000373)'. The 'Link Type' is 'Text / Email', the 'Start Date' is '11-01-2012', and the 'End Date' is '11-01-2017'. The 'Get Link' button is circled in red.

Link	Link Type	Start Date	End Date
Enterprise Rent-A-Car Sports Fundraising Offer (10000373) Earn 5% for your team when you rent with Enterprise Rent-A-Car. Valid on rentals booked through this offer. Reserve Now.	Text / Email	11-01-2012	11-01-2017

### Link Code

```
<a href="http://click.linksynergy.com/fs-bin/click?id=fxEr*vcWTxA&offerid=268643.10000373&type=3&subid=0" >Earn 5% for your team when you rent with Enterprise Rent-A-Car. Valid on rentals booked through this offer. Reserve Now.</a><IMG border=0 width=1 height=1 src="http://ad.linksynergy.com/fs-bin/show?id=fxEr*vcWTxA&bids=268643.10000373&type=3&subid=0" >
```

Advertiser	Enterprise Rent-A-Car
Link Type	Text / Email
Link Name	Sports Fundraising Offer
Start Date	11-01-2012
End Date	11-01-2017
Link ID	10000373
Example of link	Earn 5% for your team when you rent with Enterprise Rent-A-Car. Valid on rentals booked through this offer. Reserve Now.

TextLink  E-Mail

Open link in a new window

Close

1. Highlight the link code and press <CTRL C> (i.e. press the CTRL and C buttons simultaneously) on your keyboard.
2. Following the process you use to create/update content on your website, identify where the link should be placed.
3. Place your cursor in the exact place you want the link to appear and press <CTRL V> (i.e. press the CTRL and V buttons simultaneously) on your keyboard. Save changes.

TIP: Do not press <CTRL V> more than once, as repeating the process will result in the link being added multiple times to your Web page.

NOTE: If your website is created using a website-authoring tool or Web content management system, you might need to upload the changes to your Web server as well. Contact the Web administrator at your website for help if necessary.

### Tracking Your Fundraising Efforts

You can quickly check the progress of your fundraising efforts through LinkShare.

NOTE: Enterprise reports reservations to LinkShare daily and rentals are reported mid-month for rentals consumed in the prior month.

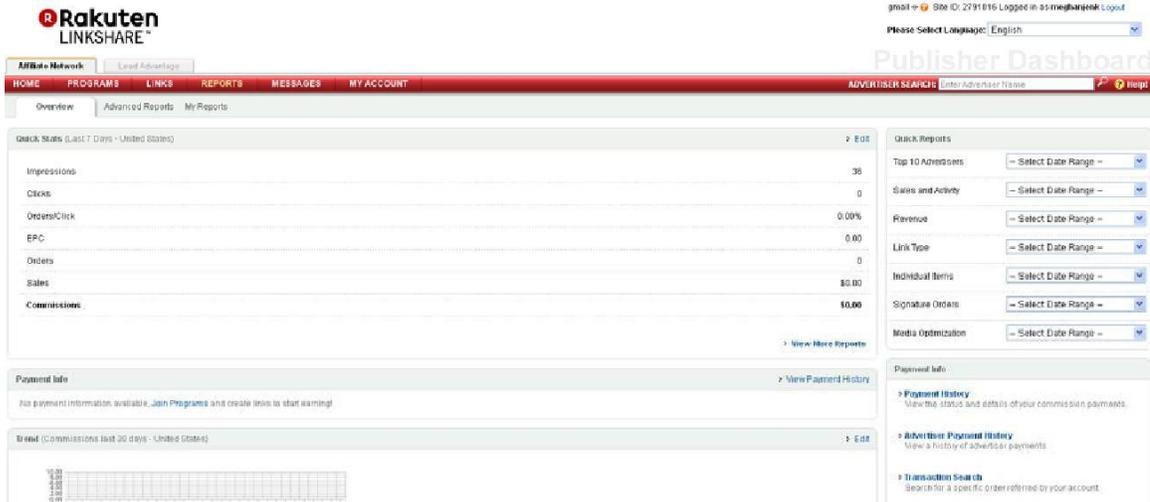
Here are details for the type of reports available through LinkShare as well as instructions for running the report.

1. Log into the LinkShare system using username and password created at sign up [www.linkshare.com](http://www.linkshare.com)
2. Click on "Reports" in the upper navigation bar

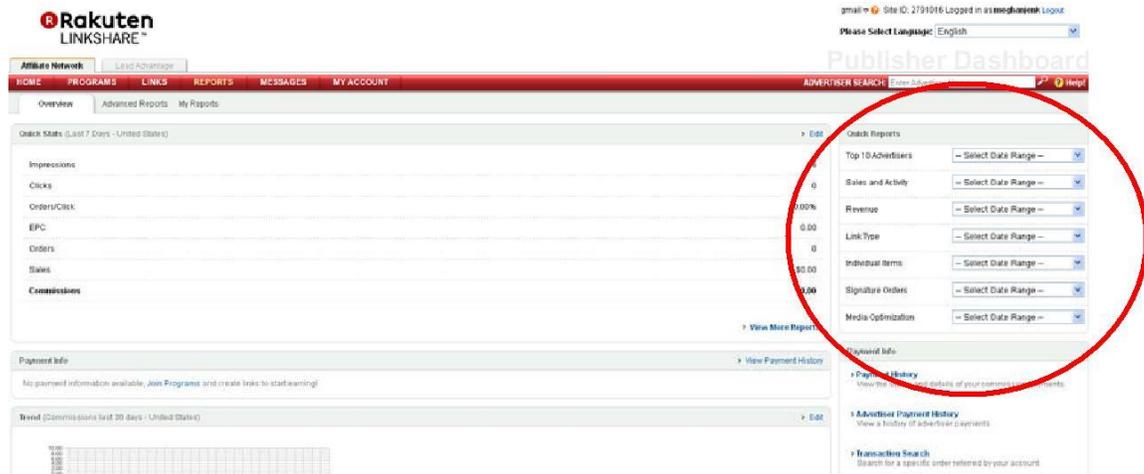


3. You will see the main reporting page that provides the following detail:

- Clicks – number of clicks on your team’s banner or link
- Sales – for car rentals booked through your team’s banner or link
- Commissions – this is the amount of fundraising dollars earned for your team.



4. From here you will be able to run a variety of reports based on different time frames using the **Quick Report** feature located on the right of the page.



**Advanced Reports** – allows you to run the same reports as the Quick Report feature, however here you can set custom date ranges.



Select the following report in the “Report Topic” drop down on the right:

**Sales & Activity Report:** allows you to view the order and commission (fundraising) activity for the Enterprise fundraising programs with a customized date range.

For more information or any questions you might have, please visit the **Publisher Help Center**.



### **LinkShare Support**

If you need assistance during the registration or after joining the program, please contact LinkShare Publisher support:

Email - use the following contact form: <http://helpcenter.linkshare.com/publisher/contact.php>

Phone - call 888.880.8430, Monday-Friday, 9AM-6PM