



## **Press Release No 001- 2019/2020/06**

### **Sasse Alumni Association launches Amazon Smile program for fundraising**

Sasse Alumni Association, the non-profit arm of SOBA America, is pleased to announce its partnership with Amazon to launch a new fundraising initiative. Sasse Alumni association has registered in the Amazon Smile program through which Amazon will make donations to Sasse Alumni Association each time a member of SOBA America makes a qualified purchase on Amazon.com. Amazon will donate 0.5% of the value of purchases made by members of SOBA America.

In order for Sasse Alumni Association (SOBA America) to get these donations from Amazon, SOBANS need to follow a few simple steps.

1. Set up your computer/laptop to redirect your Amazon.com purchases to smile.amazon.com which manages the program. To do so, click on this link using Google Chrome browser [https://chrome.google.com/webstore/detail/smile-always/jgpmhnmjbgkhpbgelalfpplbgfjmbf?hl=en&fbclid=IwAR1cb9hW\\_eGD\\_YSamqk9jvEukOoJM3Z0H8NX7Z5yzX-WQAqSUhwHA\\_2kfp4](https://chrome.google.com/webstore/detail/smile-always/jgpmhnmjbgkhpbgelalfpplbgfjmbf?hl=en&fbclid=IwAR1cb9hW_eGD_YSamqk9jvEukOoJM3Z0H8NX7Z5yzX-WQAqSUhwHA_2kfp4)
2. Select "Add to Desktop."
3. Select Sasse Alumni Association as your charity of choice by doing the following
  - (a) Click on <https://smile.amazon.com/ch/02-0602143>
  - (b) Log into you're your Amazon account
  - (c) You will see that Sasse Alumni Association is your charity of choice.

***Can I shop on Amazon Smile using my phone?*** Unfortunately, Amazon Smile does not work on the Amazon app. However, you can go to Safari on your i-phones, get on the smile.amazon.com page, tap the “share button: and tap “Add to Home Screen.” Similar process with Android phones. That will create a short cut and you can use that to shop on your phone with the same experience as the Amazon App. You would have to remove the App from your phone.

***President’s remarks:*** President Fote is excited about the potential of this new partnership to raise money for SOBA America. In a brief interview with the Press Office, President Fote was asked about how he managed to pull off such a major fundraising promise. The President said he has been working hard on this and many other initiatives. He hinted that this is just the beginning, and SOBA America will not stop until we can take full advantage of fundraising opportunities available in the US and Canada. He added. “This is not just a matter of keeping a campaign promise for better fundraising strategies for SOBA America. This is a great way for all SOBANS to be involved in the process by simply doing what they do routinely – shopping on their favorite platform Amazon.”

He further demonstrated the potential impact this could have, if SOBANS follow the few steps and get Sasse Alumni Association as their charity of choice. He explained, “if 50% of our current membership follow this process and choose Sasse Alumni Association as their charity, assuming that they spend an average of \$250 a month in shopping on Amazon, that will yield a donation of \$ 4,500 annually for Sasse Alumni association (300 x250x.005 x12). That is huge.”

Support Sasse Alumni Association (SOBA America) every time you shop on Amazon by following the simple steps above to set this up.

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