

Crossroads Connection

CROSSROADS SCHOOL

JULY 2010



FREE MONEY!!



TWO GREAT OPPORTUNITIES

We have a great lead on some potential funding for Crossroads School through two online "contests" sponsored by Pepsi and Kohl's.

Pepsi Refresh Project

You may have seen commercials for the Pepsi Refresh Project. Here is how it works:

Pepsi is looking for people, businesses, and non-profits (that's us) with ideas that will have a positive impact on their community (sounds like a perfect fit to me). Anyone can go online and vote; the two ideas with the most votes will each be awarded \$250,000!!!

What an opportunity!! It sounded simple enough, but turned out to be a little more challenging than we expected! We found that out when we attempted to register online June 1. Pepsi Refresh only takes 1,000 entries per month beginning at 12:01 a.m. the first of the month. We quickly found out that 1,000 entries can be submitted in less than a minute! After the disappointment of not getting our entry in on June 1, we set out to try again on July 1. We are pleased to say we were successful, and Crossroads School will be one of the ideas in the running in August!

Kohl's Cares

The second program is through Kohl's, which has decided to support education by giving \$500,000 each to 20 schools in the United States, based on which schools receive the most votes between July 7 and September 3, 2010. Again, anyone can go online and vote, and the 20 schools with the most votes will each be awarded \$500,000!!!

We Need You!!

Now we need your help – we need you to vote and to help us spread the word to as many people as you can. Feel free to forward the voting "instructions" (below) to as many people as you can and have them BEGIN VOTING ON AUGUST 1ST AND VOTE EVERYDAY IN AUGUST. The more people we have voting, the higher our chances of winning the money, and we don't need to tell you what that amount will do towards reaching students in need through Crossroads!

VOTING INSTRUCTIONS

How to help by voting!

Please pass these instructions on to anyone and everyone you think can and will vote!!! Feel free to just forward this email, cut and paste the instructions, share the links on Facebook--whatever works best for you. And THANKS!!!!

Kohl's Cares

You can vote for the Kohl's contest now, and can vote up to a total of five votes for a school. All five votes can be done in one day. Please vote for Crossroads five times today!

STEP 1: Go to <http://apps.facebook.com/KohlsCares/school/1398441/crossroads-school>. The Kohl's project is through Facebook, so you may be asked to log in or sign up for Facebook in order to continue.

STEP 2: Click on "Cast a Vote" in the middle of the screen. You have a total of 20 votes, and you can only use five of them for Crossroads. Please vote for Crossroads five times!

Pepsi Refresh Project

Please begin voting for the Pepsi Refresh Project on August 1, and vote every day in August! You have 10 votes per day, but can only vote one time a day for our idea.

STEP 1: Go to <https://www.refresheverything.com>

STEP 2: Click on the right half of the screen "Browse Ideas and Vote."

STEP 3: Type "Crossroads School" in the top right corner search box and press enter.

STEP 4: Our idea should come up: "OPEN A STREET SCHOOL for at risk kids!" If our idea does not come up immediately, narrow the search by selecting "education" in the first "show me" box and "\$250,000" in the second.

STEP 5: At the far right of our idea will be a bar that says "vote for this idea" - CLICK ON THIS BAR.

STEP 6: After clicking on this "vote" bar the first time it will ask you to register with Pepsi. **If you have a facebook account you can sign in via that by clicking the facebook bar at the top left.** If you do not choose to register via facebook, you can sign in with Pepsi. To register they ask for your email, name and birthdate. There is also a place to check whether you do or do not wish to receive emails from Pepsi.
