

RALLYME.COM & US SKI & SNOWBOARD ASSOCIATION

In July 2013, RallyMe became the “Official Crowdfunding Platform” for the U.S. Ski & Snowboard Association. Thanks to a successful partnership, last fall we launched **USSA.RallyMe.com**, a customized platform run by RallyMe exclusively for USSA athletes, teams, and clubs. And last spring, USSA.RallyMe.com reached the over \$1-million-raised mark. All money going directly to you!

USSA clubs, teams, individual athletes, coaches, and parents use **USSA.RallyMe.com** to support ANY athletic endeavor or cause.

WHAT'S NEW THIS YEAR?

1. New payment system: RallyMe launched an easier, faster, and more lucrative on-site payment process. Boosters simply use a credit or debit card to contribute to a Rally campaign via a mobile-friendly checkout. No redirecting or prompts to sign-in to a separate service. Fewer steps mean more money coming to your campaign.

2. Faster Rally Creation & NO PayPal sign-up: RallyMe launched a new mobile-ready Rally creation process so you can launch a campaign in minutes. Plus, you no longer have to sign-up for PayPal. All you need is a bank account that accepts direct deposits.

HOW DO CLUBS USE IT?

Clubs can use RallyMe to raise money for any sport purpose: buying new equipment, funding coaching, funding an athlete scholarship program, collecting team fees, supporting an injured athletes, capital campaign projects, and more.

Examples for clubs & teams:

- Park City Ski Team Video System
<https://ussa.rallyme.com/rallies/1100>
- Squaw/Alpine Team Performance Center
<https://ussa.rallyme.com/rallies/1115/teamfitness>
- Athlete Rehabilitation Fund
<https://www.rallyme.com/rallies/1342/nick-fairall>
- Fly Girls Camp
<https://ussa.rallyme.com/rallies/1777/flygirls2015>
- Freeskiers raising money together
<https://ussa.rallyme.com/rallies/2187>

WHAT ARE THE COSTS?

- No membership fees or setup fees
- Get funds in real time. No penalties for not reaching goal
- Rally campaigns collect 92% of the funds raised
- Unlike other "free" sites, extra charges aren't passed on to contributors

HOW DO WE GET ROLLING?

Get your questions answered at <https://blog.rallyme.com/ussa-clubs-and-members/>

Already a pro? Go to **USSA.RallyMe.com** and click “**Start a Rally**”.

ARE RALLYME CONTRIBUTIONS TAX DEDUCTIBLE?

Most USSA ski clubs are registered 501c3 nonprofit organizations. If the Rally is set up to accept donations by and for the club, these gifts may be tax deductible. When setting up the Rally, USSA clubs that are 501c3 nonprofits will see and choose this:

I am a 501(c)3 non-profit - *You certify that you are a 501(c)3 tax-exempt charitable organization (or are conducting your Rally through a third-party tax-exempt organization). The financial account that receives funds through your Rally must be in the name of this non-profit organization. It is your responsibility to provide Boosters with any receipts that may be required for them to claim their contribution as tax deductible.*

"Boosters" (what RallyMe calls donors and contributors) will then see a "501 icon" on the page. The club has represented to RallyMe that they are a tax-exempt charitable organization as defined by section 501(c)3 of the Internal Revenue Code. As such, the contribution may be tax deductible. RallyMe does not verify this representation nor does RallyMe warrant the veracity of the claim. Any receipts that may be required for tax purposes are the sole responsibility of the Club/Rally owner.

CAN RALLYME CAMPAIGNS BE SET UP FOR INDIVIDUAL ATHLETES?

Yes! Absolutely, and this is one of the most effective uses of RallyMe. However, these gifts are NOT tax deductible in most cases, and should not be set up under the official 501c3 status. The club can help set up, manage, and maintain the Rally for individual athletes, but cannot offer the tax-deductible benefits in relation to those gifts because it is a donation to an individual not the 501c3 nonprofit organization.

There are some creative and legitimate ways to set up campaigns such that gifts can be restricted to existing programs with open criteria (such as scholarship funds, special projects, etc.) that certain individuals have qualified for. In these cases, thereby, the gift is to the organization (a budgeted organizational program) not the individual, but directly benefits particular individuals.

KEEP IN MIND...

USSA Clubs and individuals should keep in mind that tax deductions are **not typically** a big motivation for the type and size of gifts solicited through a RallyMe campaign (especially ones for individuals) – so don't get too hung up on these technicalities. If there is question, just set up the campaign without involving official 501c3 status.

On another note, often businesses want to support Rally Me campaigns for individual athletes. In many cases businesses will get as much "tax benefit" by booking this as a legitimate "marketing expense" (comes off their bottom line) as they will by getting a "charitable gift deduction."

QUESTIONS ABOUT NON-PROFIT STATUS?

If you have more questions regarding these legal parameters contact your legal counsel or the USSA Club Development Manager, Brian C. Krill at bkrill@ussa.org.

QUESTIONS ABOUT RALLYME SET-UP & STRATEGY?

Call or email support@rallyme.com.