

Fundraising with Drake's Carwash

2025/2026

Overview and
Breakdown





How Does It Work?

Drake's Carwash is excited to give back to our community by helping local schools, clubs, non-profits, and other positive organizations to fundraise for their projects and events! It's easy and fun, and provides an excellent opportunity to scale your fundraising to whatever level you need. To get started with Drake's fundraising, please fill out our fundraising application found on our website at:

<https://www.drakescarwash.com/fundraising/>

We offer two forms of fundraising: **Traditional** and **Digital**, each of which comes with its own benefits and options!

Once you have selected your kind of fundraising, Drake's will work with your organization to help build awareness and raise funds for a up to a month. We can keep a regular **donation box** available at the site, and can even help host a **fundraising day** at our wash!

Traditional Fundraising Program

One way that Drake's can help to fundraise is through our **Traditional Fundraising** program. This program allows the fundraisers to purchase Drake's Wash coupons for a heavily discounted price, and then sell the product to friends, family, and neighbors at a great price! We offer two products in our Traditional Fundraising program:

- **Signature Washes**
- **Ultimate Washes**

The chart below shows the regular and discounted prices for the washes, as well as what the organization will pay up-front for the product. Once your application for fundraising is accepted, Drake's will send the organizers an order sheet for the amount of washes you would like to sell (**minimum 100**). Drake's Carwash will then provide physical wash coupons, and the fundraisers can sell the washes for an immediate profit! This means that you can run your fundraiser without a specified end-date!

The wash coupons are printed to order, and reorders can take time to provide. Please estimate the total amount of product you will need before placing your initial order!

If you have questions about orders and purchasing, or need to reorder product before the end of your fundraiser, please reach out to **LHaley@drakescarwash.com** or **info@drakescarwash.com**

| ULTIMATE WASH | | SIGNATURE WASH | |
|---|------------------|---------------------------|------------------|
| Regular Price: | \$24.00 /wash | Regular Price: | \$19.00 /wash |
| Fundraisers Purchase For: | \$7.50 /wash | Fundraisers Purchase For: | \$5.00 /wash |
| Fundraisers Sell For: | \$15.00 /wash | Fundraisers Sell For: | \$10.00 /wash |
| <hr/> | | <hr/> | |
| Total Earned: | \$7.50 /wash | Total Earned: | \$5.00 /wash |
| Minimum 100 Wash Coupons per purchase, incremented by 25 after. Wash Coupons are valid for 12 months, and will be delivered before the fundraiser's start date. | | | |

Digital Fundraising Program

Alternatively, Drake's Carwash also offers a digital fundraising program to help drive funding for your organization. This program has no up-front cost, but is time-bounded to a maximum of a one month fundraising campaign.

Instead of providing physical product to sell, Drake's Carwash will set up a custom **landing page** on our website for your organization, accessible through a **shareable link**. On this webpage, we will include information about your organization and what you are raising funds for, as well as an online checkout form for your supporters to purchase washes digitally. Drake's will also provide your organization with a few digital designs, meant to be shareable on social media and other platforms. We then rely on you to get the word out about your fundraiser, sharing links and QR codes for your fundraising page.

During this month, all purchases made through your specific store page will be tallied in our system. Then, at the end of your fundraising campaign, Drake's will provide your organization with a check for **50% of the revenue** earned from the wash sales on your landing page!

How much are washes?

Drake's will offer Signature and Ultimate Washes at a discounted price, as shown below:

- **Signature Wash - \$10**
- **Ultimate Wash - \$15**

This means your organization can earn **\$5** per Signature Wash and **\$7.50** per Ultimate Wash!

What materials are provided?

Drake's will provide the following digital materials:

- Customized Landing Page
- Digital Flyer (Vertical and Horizontal)
- Shortlink to landing page
- QR Code linking to landing page
- 2 Social Media posts

Additional Options

In addition to our Traditional and Digital Fundraising programs, Drake's Carwash is happy to help raise funds at the site in two major ways -

- **Donation Box**
- **Fundraising Day**

Donation Box

Drake's is happy to display a custom donation box for your organization at the site for other customers to donate to your cause! However, we ask that you provide the donation box and customize it however you would like within the following parameters -

- The box should be no bigger than a shoebox
- Cannot contain any profanity or graphic imagery
- Must list your organization name
- Please avoid excess glitter, beads, or other small, difficult-to-clean materials

Fundraising Day

Drake's Carwash is also happy to host a **Fundraising Day** at the carwash once per fundraising campaign! We will help to plan a specific day in which your fundraisers can come out to the wash with a table or booth, and raise some additional funds!

On your Fundraising Day, Drake's will offer our washes for the discounted fundraising prices, and your fundraisers will be available in the parking lot to talk with our customers about your organization and events! Then, at the end of the day, we will calculate the total revenue earned at the site that day, and provide your organization with **50%** of the revenue!

Contact Us

If you have any additional questions or concerns, please reach out to

LHaley@drakescarwash.com

or

info@drakescarwash.com!

We look forward to working with you and your organization for a fun and successful fundraising campaign!