

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

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88 WORDS, 30 SECONDS

FUNDRAISING MADE EASIER

WHILE FUNDRAISING IS ESSENTIAL FOR MANY SCHOOLS, IT CAN BE CHALLENGING IN TODAY'S ECONOMY—BUT THERE ARE WAYS AROUND THE PROBLEM. CASHLESS FUNDRAISING CAN TAKE THE STRAIN OFF PARENTS AND TEACHERS. FOR EXAMPLE, AN ECO-FUNDRAISING PROGRAM, THE DRINK POUCH BRIGADE FROM CAPRI SUN AND TERRA-CYCLE, REWARDS PARTICIPANTS AND THEIR SCHOOLS WITH POINTS AND CASH FOR COLLECTING AND RECYCLING DRINK POUCHES. SINCE THIS BENEFITS THE ENVIRONMENT AS WELL AS THE SCHOOL, IT APPEALS TO PEOPLE IN THE COMMUNITY BEYOND THE SCHOOL. LEARN MORE AT TERRA-CYCLE--DOT--COM.