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### **Birmingham fundraising app Planet Fundraiser launches in Auburn**

BIRMINGHAM, Ala.- Planet Fundraiser is coming to help shoppers make an impact in Auburn, Alabama. The fundraising startup company created in Birmingham, Alabama, will launch in Auburn on April 29, 2017, with a full-day festival event called “The Big Give Day.” The event will involve supporting merchants, nonprofits and schools in Lee County and will run from 8 a.m. to 8 p.m. in downtown Auburn.

The Big Give Day will feature free food and booths for supporting merchants to advertise their percentage donated in the Auburn area. On The Big Give Day, merchants will double the percentage of donated funds from each receipt uploaded and customers will receive coupons to other supporting merchants in town.

“We are extremely excited to bring our company to Auburn,” said Co-Founder and COO Drew Honeycutt. “This is really going to change the game in fundraising for not only the community’s schools and nonprofits, but the University’s philanthropy events and fundraisers for different causes. We think it will be a great tool to tie the community together and increase donations.”

Planet Fundraiser is an app created to help customers give back through everyday purchases. The founders of the company, Kasey Birdsong and Drew Honeycutt, noticed the inefficiency of fundraising through bake sales and benefit nights at restaurants for their children’s school. They set out at the Innovation Depot in Birmingham to create a platform for fundraising that simplifies and enhances the relationship between supporters, schools, nonprofits and businesses.

Users download the free Planet Fundraiser app onto their mobile devices and shop as usual at their favorite stores and restaurants. After the user takes a picture of their receipt and uploads it to their account, the supporting merchant will then donate a percentage, ranging from 2 percent to 35 percent of the purchase, to the nonprofit or school of the user’s choice.

“Planet Fundraiser truly creates a mutually beneficial relationship for all parties involved,” said Birdsong. “Supporters can easily donate to their favorite cause, nonprofits and schools experience boosted fundraising and merchants have the opportunity to efficiently track and manage giving through a performance-based platform.”

Numerous merchants, including nationwide companies and local Auburn companies, have already signed to support the app. In Birmingham alone more than \$500,000 has been donated through the app to date, and surveys show that the app in Auburn is expected to be heavily used as well. Users in Auburn will have the opportunity to donate through Planet Fundraiser everywhere from Dick’s Sporting Goods in Tiger Town to Toomer’s Drugs downtown.

“This is an exceptional idea that will be a real asset to our county,” said Mary Keagan, owner of Auburn Art. “We not only get the opportunity to give back to our community in an easy format, our customers love us for participating. We are so proud to be able post a sign on our window that says we donate 15 percent of our sales back to our community.”

The Planet Fundraiser app will be live in Auburn at 12 a.m. on April 29, but users have the opportunity to download the app ahead of time from the App Store or Google Play.

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Planet Fundraiser is a startup created in October 2015 out of the Innovation Depot in Birmingham, Alabama. Planet Fundraiser bridges the gap between fundraisers and campaigns through a simple app. Users shop as normal at supporting merchants, take a picture of their receipt and the merchant gives back a chosen percentage of the sale to a nonprofit or school. Planet Fundraiser is currently used in the Southeast cities of Birmingham, Nashville, Atlanta and Montgomery, and plans to spread nationwide by the end of 2017.