

BUSINESS LISTINGS

FOR FUNDRAISING TEAMS AND KONSTELLA ADMINS

During COVID, we launched the Business Listings & Deals program to help parents who are business owners. This program allows your parents, who are small business owners, to post their businesses on the Konstella website and mobile app for their community members to browse and like.

A few bullet points about the feature

- **\$3000/year donated to your organization** - Businesses are charged a small fee for each listing. For every listing, we donate half of the earnings back to your school.
- **Only parent-owned businesses** - Schools can limit this feature so that only parent-owned businesses can be listed. It becomes a community-building tool.
- **No liability for your organization** - On the listings page, we explicitly state that none of the businesses are endorsed by your school or parent organization.
- **No work for your volunteers** - Konstella manages the entire life cycle of the listings, including payment, listing, and vetting. When needed, Konstella Admins at your school can request to remove specific listings.
- **Limited emails** - Four times a year, we email parents with a compiled list of businesses supporting their communities. Parents can opt out of receiving these emails. In 2023, we released a feature that appends the listings at the bottom of emails for school-wide posts. The email features can be turned off if needed.
- **Little distraction for parents** - Listings are only shown in a dedicated section on Konstella. In post (Announcements, Sign-Ups, Events, ...) emails, a separate section at the bottom shows the supporting businesses.
- **Engaged community** - The feature helps parents who are business owners. It also helps every parent by allowing parents to explore deals and support local businesses that support their schools.

To build engaged communities, we encourage business owners to give back to their communities by offering deals and promotions.

Community members can browse deals and promotions. They can “like” and comment on businesses. Members can enjoy the deals, support the businesses, and get recommendations by reading the comments and likes of other members in their communities.

Businesses will be “liked” by community members and can preserve and build on their “likes” when they continue their subscriptions year after year. They pay a small fee for their listings. We share revenue with schools and parent organizations.

Can my school limit the businesses to parent-owned only?

Yes, schools can either limit the businesses to the ones owned by their parents only or keep it open for all local businesses in their neighborhood.

In either case, parents who are business owners can create listings.

When a business creates a listing in a school, Konstella will ask if the business would like to post the same listing in neighborhood schools, provided that other schools allow it. Therefore, other than listings by parents in your community, you will also see local businesses that are not owned by members of your community.

In addition, in the near future, Konstella might work with a few national businesses. The large # of users allows us to offer good deals to parents. We will focus on deals in the education area.

Can my school remove businesses from regular daily emails?

Yes, schools can remove the listings from your post (Announcement, Sign-Up, Event, ...) emails. Please note that this will greatly reduce the exposure of the businesses and hence reduce the number of your business subscriptions.

How much is each listing?

We encourage businesses to give back to their communities and offer a \$40 discount for listings that offer deals to their parent communities. A business that offers a promotion to its school community typically pays \$259 per year, which is about \$22/month.

Several categories of businesses, such as real estate and dental, are highly competitive. To avoid the concentration in a few categories, businesses in these categories will need to pay a lot more.

How much does my school/parent organization get?

If your school is on the Konstella Premium Plan, Konstella donates 50% of the earnings (after the processing fee) back to your parent organization.

If your school is on the Konstella Basic Plan, starting from September 2023, having 3 new local listings (non-local listings do not count) will allow us to upgrade your account to Premium for free for the rest of your subscription period. Starting from the 4th listing, we will donate 50% of the earnings back to your parent organization.

Assume a school with 400 families has 20 parent-owned businesses purchasing the annual plan. A school on the Premium Plan will get about \$2500/year in donations from Konstella. In addition, parents in neighboring schools and local businesses may purchase the listings on your school's Konstella platform, too. These businesses will generate an additional \$1000-\$2000/year for your school, making the total \$3000-\$4000.

Your annual Konstella subscription will be discounted by the donations automatically. If the donation amount exceeds your Konstella subscription, we will send you the donation via Zelle, PayPal, or Stripe.

Are we endorsing the businesses? Will my school or parent organization be held liable?

When we list the businesses, we explicitly state that none of the businesses are endorsed by your school or parent organization. Therefore, no liability will be held for your organization.

How does Konstella encourage businesses to give back to their communities?

Konstella offers businesses up to \$390 discount per year (\$40 deal discount and \$350 Konstella parent discount) on the annual subscription plan when they offer deals to their communities.

What is the vetting process for the listings?

After a listing is created or edited, Konstella will approve or reject the listing based on our guidelines. This removes the burden on parent volunteers. We will also notify the Admins via email when there is a new listing. If a Konstella Admin disagrees with Konstella's decision, he/she can write to us at biz@konstella.com.

How much work is needed from volunteers in my organization?

No work. With that being said, we certainly need your help to spread the word about the feature so that this program can better fund your school.

How does Konstella let users know about Business Listings? Is Konstella emailing parents about the listings?

Local businesses supporting your organization can be listed at the bottom of your posts (i.e. Announcements, Sign-Ups, Events, Sales, and Donations) in a separate section. It not only gives exposure to the businesses but also allows other business owners to know the existence of the program.

Four times a year (the 3rd Tuesdays of September, November, January, and April), an email with a compiled list of businesses supporting their communities will be sent to parents, but not staff members. This email gives businesses exposure and introduces the feature to parents who are not aware of it. Parents can opt out of receiving these emails on their Notification Settings page. If this is inappropriate and your school would like to opt out of these four emails, please write to us at biz@konstella.com.

Every once in a while, we remind users about this feature in the Konstella app with a pop-up dialogue box.

Your help to spread the word is greatly beneficial to your school's funding.

How can my parent organizations help?

Konstella manages the entire process, from payments to vetting to listing. With that being said, parent organizations can raise more funds by letting parents and businesses know about the feature. A few things you can do.

- Create Konstella Announcements to encourage parents to participate. Other opportunities to mention this are large events, parent organization websites, and take-home fliers.
- Ask parents to like the businesses. Every time a business is liked, the business owner is notified by email. We do NOT share the parents' names or any personal information with businesses. The email will be like "J.S. liked your business," where J.S. is the initial of the parents' names. We do not share any personally identifiable information, such as email, phone, etc, with businesses.
- If your parent organization already receives support from outside businesses, please continue to do what you're doing and enter the businesses into Konstella. See the question below.

My organization has a fundraising team that solicits support from local businesses. We have already collected a few checks and accepted donations from the businesses. Can we list the businesses on Konstella?

Every year, your organization can name up to 12 business listings. Each listing is only \$64.75/year, regardless of its category. Your organization needs to bring the businesses to Konstella.

The program gives businesses year-long exposure. For example, every three months, businesses are notified of the number of emails sent to parents with their businesses listed. Typically, a business sees 100K-1M+ emails sent to parents a year.

- You can create businesses under any Konstella account. When creating businesses on Konstella, please make sure you enter the correct business owners' email addresses so that whenever their businesses are liked, they will receive emails.
- After creating the businesses, do not purchase the listings. Please email biz@konstella.com and let us know the account that created the businesses and which businesses are owned by your community members, so that we can correctly label them. We will activate the listings and send you an invoice.

Please note that existing or previously listed businesses do not qualify for the low-price listing. The businesses that qualify for the low-price listing do not count towards the free upgrade to the Konstella Premium Plan.

Please also note that it is not allowed to reach out to the businesses Konstella brought to you via the program for other types of advertising.

Can Admins partially/fully disable the Business Listing features?

Regardless of which Konstella Plan your school is on, the following feature can be turned on or off on [your Admin Console -> Settings tab](#).

- **Append Businesses to Some Emails** (default on): Turning it off will remove the bottom section that lists supporting businesses from emails for school-wide posts (Announcement, Sign-Up, Event, ...). Group-wide (such as classroom-wide, grade-wide, and committee-wide) emails won't have business listings. Please note that turning off this feature will greatly reduce the number of your business subscriptions.
- **4 Dedicated Emails** (default on): Please note that turning off this feature will greatly reduce the number of your business subscriptions. You might be asked to contact Konstella to turn off the feature.
- **Accept Local Businesses Not Owned by Parents** (default on): Turning it off will keep your business listings exclusive for businesses owned by parents in your community. Leaving it on allows all local businesses to list, which in turn allows your school to raise more money. In addition, we will ask business owners in neighborhood schools to list their businesses in your community, thus increasing your funds.
- **Accept Regional And National Businesses** (default on): Turning it off will eliminate regional and national businesses from the program.

Schools with the Premium Plan can disable the Business Listing program completely so that parents won't be able to see any listings on the Konstella platform. Schools on the Basic Plan cannot turn off the feature completely. However, they can turn off the email features and limit them to local and parent-owned businesses only.

If your school has listings at the time you turn off the feature, you will be asked to email us at biz@konstella.com. We'll need to work with the businesses to arrange refunds.

What are regional and national businesses? How do they work?

Regional and national businesses list their businesses across all the schools in your region/nation on Konstella. These businesses are well-known educators in the US. Having these businesses on Konstella allows parents to enjoy discounts from well-known educators with great reputations. The presence of these prominent businesses will further boost local business listings at your school.

We will limit the number and focus on bringing parents quality businesses only. Discounts will be provided to parents. We might or might not be able to donate back to schools.

Like local businesses, Konstella Admins can turn off regional/national business listings on the [Admin Console -> Settings tab](#).

Other Fundraising Documents

- [Sales & Donations](#)
- Sales & Donations Training Video: [Fundraising With Konstella](#)