



EduRewards CAMPAIGN

Transforming School Fee Payments into Engagement, Loyalty & Impact

Introduction

EduRewards is a next-generation incentive system designed to transform traditional school fee payments into powerful engagement, loyalty, and impact-driven experiences.

In the traditional model, school fee payments end with a receipt - a transactional endpoint with no continued engagement. EduRewards reimagines this process by introducing rewards for what we define as NOT (Natural Order of Things) - actions parents are expected to take without incentives.

By rewarding these actions, schools can foster stronger emotional connections with parents, improve timely payments, and create a more engaging and supportive school ecosystem.



THE OPPORTUNITY



Most schools operate within a purely transactional relationship with parents:

- Payments are made with no post-transaction engagement
- Limited emotional connection between parents and schools
- No structured incentive for early or consistent fee payments
- Minimal participation in school-driven initiatives

This results in weak loyalty, delayed payments, and limited community involvement.

THE SOLUTION

EduRewards introduces a **multi-layered incentive ecosystem** that rewards parents for fulfilling expected responsibilities.

Instead of payments ending with receipts, each transaction becomes a gateway into:

- Rewards
- Engagement
- Community impact



HOW IT WORKS

Step 1: Fee Payment

Parents pay school fees as usual.

Step 2: Earn Reward Token

Each payment earns the parent a reward token (printed or digital).

Step 3: Redeem for Cashback

Parents redeem token and receive a small cashback value tied to their tokens.

Step 4: Sweepstakes Entry

Each token qualifies the parent for entries into end-of-term draws if enabled.

Step 5: Optional Donation (Impact Layer)

Parents may choose to keep or donate their cashback to Student Support Fund for less privileged students or any other charity.

Step 6: Draw & Rewards

Schools conduct periodic draws where parents can win exciting school-defined prizes.



USE CASE EXAMPLES

A school implements EduRewards for term fee payments:

- Every parent who pays fees receives reward tokens
- Tokens generate small cashback values
- Parents can either use it by themselves or donate the cashback to a student support fund or any other charity cause of their choice.
- All parents automatically qualify for an end-of-term draw
- Winners receive rewards such as:
 - Branded school gift items
 - Paid weekend holiday experiences
 - Family dinner packages
 - Educational support vouchers



VALUE PROPOSITION



For Schools

- Improved fee payment compliance and timeliness
- Stronger parent-school relationships
- Increased participation in school initiatives
- Positive brand perception

For Parents

- Feel valued and appreciated
- Opportunity to win meaningful rewards
- Ability to contribute to social impact

For Society

- Access to support through donated funds
- Improved overall school experience.

EduRewards transforms schools from:
Transactional Institutions to Engagement-Driven Communities

It introduces:

- Emotional connection
- Gamification
- Social responsibility

This model is highly adaptable across industries including Telecom, FMCG, Banking, Transport, QSR, Retail, and more — enabling brands to drive both immediate engagement and long-term loyalty.

IMPLEMENTATION FRAMEWORK

1. Define Reward Structure

- Cashback Amount
- Token allocation logic

2. Set Draw Mechanics

- Frequency (monthly / termly)
- Prize categories

3. Establish Student Support Fund

- Transparent donation tracking

4. Launch & Communicate

- Parent onboarding
- Awareness campaigns

5. Monitor & Optimize

- Participation rates
- Payment behavior

Why EduRewards

EduRewards is not just a reward system - it is a behavioral transformation tool.

It leverages incentives to:

- Encourage positive financial behavior
- Strengthen school-parent trust
- Build inclusive community impact

CONCLUSION

EduRewards redefines school-parent relationship by turning basic obligation such as school fee payments into opportunities - for engagement, rewards, and impact.

It enables schools to build stronger relationships with parents while creating meaningful value beyond education.

Ready to transform your school's engagement model?

Contact us today:

Email: support@tisasng.com; **Website:** www.tisasng.com