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## **CHRISTINE TEMPLE-WOLFE WORKS ON ESCRIP BOARD**

Orinda, CA – Christine Temple-Wolfe, founder of the Orinda-based firm Excel in Marketing LLC, has been asked to work with volunteer parent team to improve fundraising for eScrip.

Temple-Wolfe is one of four members contributing their varying expertise to solve issues related to Club Card and Debit/Credit card links, and build awareness in the Alcalanes School District about the powerful fundraising tool.

"Our key priorities this year are to delve deeper into the reporting and identify ways of improving the existing processes for the parents and families of the area to receive corporate donations based on their shopping at these key participating merchants.. And our other priority will be to better educate the participants so that they can better manage their accounts, said Temple-Wolfe."

eScrip raises just under \$70k for the Parents Club budget which finances academic, personnel, special programs and electives for the student body. The Miramonte organization is very well attended with just over 2,000 eScrip registrants.

"Unfortunately, there are many problems with multiple telephone numbers, and how they are linked to the Safeway Club Card accounts. We'll do our best to identify those troubled accounts and ask the owners to reach out to resolve them. We are putting far too much of a burden on the eScrip committee to resolve. They are better tasked with facilitating education and motivating participation, not operationally fixing everyone's issues, Temple-Wolfe believes."

The four person committee is lead by Fundraising Vice President Jackie Moreau, followed by eScrip committee lead Josie Kelley, and Coordinator Lisa Henson.

Temple-Wolfe owns and operates Excel in Marketing LLC, a team of marketing professionals with more than a century of combined experience in diverse marketing functions. They have extensive experience in marketing operations design, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. The consultants seamlessly operate as an extension of their client's staff and help to keep overhead low by coming in only when needed.

Many small companies can't afford the high cost of agencies, which can have fees that range from \$10,000 to \$80,000 a month. Nor can they afford to hire an experienced marketing executive, which in the Bay Area can cost from \$150,000 to \$200,000 a year plus benefit package. Excel in Marketing meets the needs of small companies that need high-value talent to build their business, at prices they can afford.

For more information, please contact Christine Temple-Wolfe at 925-876-7191 to schedule a free consultation, or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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