

REGISTER, RALLY, RESULTS: YOUR COORDINATOR CHECKLIST

3
Steps for
Fundraising

4
Coordinator
Checklist

5
Delivery Day

6
Sample Letter

7
Selling Tips

8
Questions

REGISTER

- Register for your online store account (indegogo.com)
- Set a time frame for fundraising
 - Plan 2-4 weeks to run your campaign and add 7-10 days for delivery after submitting your order
 - Plan 10-14 days to campaign, over 2 weekends is best
- Decide on which products you'll fundraise with (we recommend 1-2)
- Schedule delivery date, time, and location
- Communicate Goals
 - Determine the amount needed to raise \$\$\$
- Ask us about shipping quantities to your location e.g. The minimum order for Edmonton is set at 150 (tubs/pouches/boxes) packaged in 6 = 25 cases
- Determine the number of units each participant needs to sell to meet your financial goal(s)
- There will most likely be additional units to sell on delivery day, since all orders are to be made in case lots.
- How do you plan on using social media, Facebook and Instagram?
- Will you create a group event page on Facebook and have your group invite people to participate? Will you post on various Facebook pages to spread the word?
- Decide on the best method of communication so that the coordinator can notify participants with details such as any changes and delivery day details. Phone, email, group/team websites, in person at a meeting or team practice, or a combination.
- Distribute the participants' packages and include the items below:
 - Letter (page 6) that includes your group's fundraising goals and a brief description of what you are fundraising for. It should also include the number of units each participant must sell to ensure that your group's fundraising goal is achieved.
 - Order forms (found in dashboard on the online store)
 - Email and social media posts with customized online store links if applicable
 - Coordinator contact information
- Ingredient lists can be found on the product pages at indegogo.com
- Remind participant(s) of the approaching deadline to submit orders
- Add manual /cash orders to your online account / dashboard

- When your store closes, complete the process by creating your wholesale order.
- Review, Approve and Submit your group bulk order online

RESULTS

- Order confirmation
- Receive packing slip from Indegogo
- Deposit cash/cheques made payable to your organization
- Recruit volunteers for delivery day, allow for delivery timing flexibility
- Notify participant(s) of delivery day details (allow time to sort your order before participants and customer(s) collect their orders)
- Call the delivery company on the morning of the expected delivery date to determine an ETA
- Sort orders: Cases, boxes, packs are colour coded for ease of identification
- Distribute orders: have fun, play music, take some photos and share @indegogofundraising
- Thank you email to everyone for participating and helping your group raise funds, include \$\$\$

RALLY

- Create a fundraising plan
 - Determine your group's goals and what you are fundraising for, along with how many units each participant is required to sell.