

In-Dey-Go Fundraising Inc.

How to Run a Fundraising Campaign

1. Order your fundraising package either by going online at www.indeygo.com and clicking on the *Fundraiser Coordinator-click here* button for the specific product you are interested in, or by calling us at 1-877-463-3946. Once we receive your request, we will ship your package to you either by courier or Express Post.
2. Pick a start date and an end date. It is best to run a fundraiser for 10-14 days and have the fundraiser go over two weekends.
3. Distribute order forms to canvassers. Make sure your group knows when the order forms need to be returned and an estimated delivery date of when your order will be delivered to your school/organization. Your product will be delivered within 14 business days of receiving your order (or if you wish a later date). By contacting us directly, we can help determine a more definite delivery date for you.
4. Have order forms and funds collected returned to you on the specified end date of your fundraiser. All checks should be made out to your organization. Keep the forms-the canvassers will need them later when they come to pick up their order. Remind canvassers of when and where the product will be delivered (through reminder notices, posters etc).

How to Place/Pay for Your Order

1. Once you have completed your fundraiser, you can send in your order by [either](#) faxing the attached order forms(s) it to the toll free line at 1-866-774-4289, or you can place it online at www.indeygo.com. You just need to go to the Fundraising Coordinator button on each product home page to find the link for placing your order online. *Please triple check your numbers before sending in.* Please note that we only ship in full case lots and each case contains 6 units. Buns come 4 packs/case. *Sorry-no mixed cases.*
2. Once we receive your order, we will send off confirmation along with your packing slip/shipping information and invoice either via email or fax.
3. We require payment prior to shipping your order. You can pay either via certified cheque, money order, or direct deposit.

Delivery Day Guidelines

1. Have 3 to 4 volunteers ready to help out with sorting. You will also need to have the order sheets and packing slip/shipping information with you. If you are going to have extras for sale, put up a sign letting people know what you have. Wait until the end of the handing out of the product to accommodate any late requests for getting extra cookie dough etc. Otherwise, you may be “short” items for the other participants that handed their forms in.
2. When your delivery arrives, **count your items before signing the driver’s waybill. Make sure the numbers match what is on your packing slip/shipping information document and that none of the cases are damaged.** If there are discrepancies in the numbers, make sure the driver writes the difference/damage on the waybill before signing. You will be responsible for any discrepancies if you do not note them on the drivers waybill.
3. Before starting to hand out the cookie dough, **make sure that your packing slip matches what was delivered in regard to boxes ordered per flavour.** If there are any discrepancies at this point, please call us immediately to let us know (1-877-463-3946).
4. Sort the flavours in separate stacks leaving space between the flavours. It is best to arrange them in the same order that is on the order form.
5. When handing out the product, have only the selected volunteers do the picking and sorting of the orders.

Helpful Hints

- Attach a cover letter to each order form letting the participants know what you are fundraising for (sample letter attached) and how many tubs they should try to sell. Groups that use this type of letter experience great success with their fundraiser.
- Get your community involved. Let them know that you are running a cookie dough fundraiser. You can do this by putting up posters, flyers etc in your building, or you can also reach out to the local media. Many local community newspapers and radio stations are happy to become involved in such a community activity.