

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

- [Create your Indeygo Account](#)
 - Email verification required
 - You will receive an onboarding package within 24 hours
- Decide which Product(s) you want to sell
 - Consider Product Minimum Order Quantities (available in our Product Catalog PDF) and your Group Size
 - Consider Product Packaging (ordered as Case Lots/ Individual Items)
 - Consider Regional and Seasonal availability of Products (available in our Profit Margin Guide PDF)
 - Consider Product Profit Margins (available in our Profit Margin Guide PDF and Product Catalog PDF)
 - Ask us about free shipping minimums
- Create a New Fundraiser from your Dashboard
- Set your Fundraising Goal (\$)
- Select 1-3 Products to sell
- Create your Fundraising Timeline
 - 2-4 weeks to run your Fundraising Campaign
 - 1-2 days to submit your Wholesale Order and finalize Delivery Day details
 - 10-20 business days for shipping
- Add Sellers to your Fundraiser from your Dashboard to track sales by Participant

RALLY

- Establish a communications platform for your Team
 - e.g. in-person meetings, emails, newsletters, group chats
- Determine how many Items each Participant needs to sell to meet your Fundraising Goal
 - Keep Product Minimum Order Quantities and Free Shipping Minimums in mind
- Share your Online Store Link
 - QR code or URL
 - Personal Store Links are available for each Seller
- Leverage Social Media Tools
 - Let your community know which Product(s) you are selling and what you are fundraising for
 - Social media assets available on request
- Distribute information packages to your Participants, including:
 - Fundraiser Letter (page 6 of this guide)
 - Paper Order Forms (downloaded from your Dashboard)
 - Email and social media templates (available on request)
 - Fundraising Coordinator contact information (that's you!)
- Keep motivation high by sharing Seller Leaderboards, Fundraiser Progress, and Order Deadlines from your Dashboard with your Team
- Monitor your sales with your Dashboard Reports

RESULTS

- Add Paper Orders (Cash Sales) in your Dashboard after your Store closes.
- Create and Submit your Wholesale Order on your Dashboard
- Confirm your Order Details and Delivery Day Details
 - If you have a residential address, please [Contact Us](#)
- Receive your Invoice & Statement and Packing Slip from Indeygo
 - Deposit any cash/cheques made payable to your organization
- Receive your Profits!
 - Indeygo will e-transfer
- Notify Participants/Customers of your Delivery Date
- Recruit Volunteers to sort, count, and distribute Products on Delivery Day
 - Case labels are colour-coded for easy identification
- Print your Participant / Customer report included with your Invoice email
- On Delivery Day, Indeygo will email you your Delivery's ETA window
- Distribute Products to your Participants/Customers
 - Request proof of payment (email receipt) from your Customers
- Celebrate a successful Fundraiser! Have fun, play music, take photos, and share your success with @indeygofundraising
- Thank everyone for participating and share your Total Funds Raised (\$\$\$)