

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
 - ☐ Product Packaging (ordered as Case Lots/Individual Items)
 - ☐ Regional and Seasonal availability of Products (available in our Profit Margin Guide PDF)
 - ☐ Product Profit Margins (available in our Profit Margin Guide PDF and Product Catalog PDF)
 - ☐ Ask us about free shipping minimums to your location
- ☐ 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
- ☐ Share your Self-Registration Link with your team to add Participants and track their sales.

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 Links
 - ☐ Generic QR code / URL
 - ☐ Each Participant will also have a Personal Store Link QR code / URL
- ☐ Leverage Social Media Tools
 - ☐ Let your community know which Product(s) you are selling and what you are fundraising for
 - ☐ Social media assets are available to download from your Dashboard
- ☐ 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
 - ☐ 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 Order (cash sales) item quantities in your Dashboard after your Store closes.
- ☐ Create and Submit your cumulative Wholesale Order in your Dashboard
- ☐ Receive your Invoice & Statement and Packing Slip from Indeygo
 - ☐ Deposit any customer payments (cash/cheques)
- ☐ Confirm your Order Details and Delivery Day Details
 - ☐ If you have a residential address, please [Contact Us](#)
- ☐ Receive your Profits!
 - ☐ Indeygo will e-transfer
- ☐ Notify Participants/Customers of your Delivery Day details
- ☐ Recruit Volunteers to sort, count, and distribute Products on Delivery Day
 - ☐ Case labels are colour-coded for easy identification
- ☐ Print your Participant / Customer reports 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 (\$\$\$)