



REGISTER RALLY RESULTS

RAISING DOUGH MADE EASY

BREATHE, YOU'RE IN GOOD HANDS

- 3 Steps for Fundraising
- 4 Coordinator Checklist
- 5 Delivery Day
- 6 Sample Letter
- 7 Selling Tips
- 8 Questions

Welcome to Indeygo! We've been successfully fundraising for 30 years and sold over 18 million cookies across Canada. We work hard to support your fundraising goals with up to 40% profits and we believe in high quality products that people will actually want to buy and enjoy.

As your group's Coordinator, we appreciate the time and energy you've committed to your cause. This guide has been compiled to help you through the process, step by step, profit to profit.

Thank you for choosing Indeygo!

We fundraise with Canadian sourced products, including:

- SCOOP & BAKE COOKIE DOUGH
- PRE-PORTIONED COOKIE DOUGH
- SCOOP & BAKE MUFFIN DOUGH
- ROCKY MOUNTAIN SOAP
- HARVEST VEGGIE BUNDLES
- WINTER'S TURKEYS
- BEEF JERKY
- WHOLE BEAN COFFEE
- LOOSE LEAF TEA
- DOGGIE DOUGH

IT'S EASY, THERE ARE JUST 5 STEPS TO FUNDRAISING

3	Steps for Fundraising
4	Coordinator Checklist
5	Delivery Day
6	Sample Letter
7	Selling Tips
8	Questions

1

Gather your Fundraising Resources

- [Contact Us](#) to gather information specific to your group
- [Create an Account](#) to receive a comprehensive onboarding package

2

Create your Indeygo Fundraiser

- Choose your [Product\(s\)](#)
- Set your Fundraising Goal (\$)
- Set your Fundraiser Dates (Start/End)

4

Summarize your sales and Create your Wholesale Order

- Add Paper Orders (cash sales) to your Online Store sales in your Dashboard
- Create, review, and submit your final Wholesale Order through your Dashboard
- Finalize your Delivery Date
- Communicate Delivery Date with Participants/Customers

3

Run your Campaign

- Distribute Fundraising resources to your Participants
- Share your Online Store Link with Customers
- Use Paper Order Forms to collect cash orders (cheques made payable to your Organization)
- Monitor progress with your Indeygo Dashboard

5

Receive and Distribute your Products

- Have 3-4 volunteers to help sort, count, and distribute Products to Participants/Customers
- Participants deliver Indeygo goodies to their Customers to enjoy
- Indeygo e-transfers you your Profits

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 (\$\$\$)

CLOSE THE LOOP, DELIVERY DAY!

3	Steps for Fundraising
4	Coordinator Checklist
5	Delivery Day
6	Sample Letter
7	Selling Tips
8	Questions

Indeygo will call the shipping company and provide you with their ETA.

Please be flexible - drivers will do everything they can to ensure you receive your products on time.

Have 3-4 volunteers ready to help with sorting, counting, and distributing products. Use your Participant/Customer Reports and Packing Slip to verify counts. Ensure volunteers are available throughout the day and can lift 20-50 lbs boxes.

Have extra frozen dough products from case rounding? Put up a sign & let people know what extras are for sale. These always get snapped up on Delivery Day!

Delivery arrival! Count your items before signing the driver's waybill. Make sure the number and flavours of received items match the packing slip/shipping information.

*Please call Indeygo immediately if there are any discrepancies at 1.877.463.3946

Before Participants/Customers arrive to pick up their Products, sort everything into separate stacks by Product Type and/or Flavour to make picking items simple. Have selected volunteers do the picking and sorting to distribute orders to Participants/Customers.

SPREAD THE NEWS, WITH A HANDY LETTER TO YOUR GROUP

- 3 Steps for Fundraising
- 4 Coordinator Checklist
- 5 Delivery Day
- 6 **Sample Letter**
- 7 Selling Tips
- 8 Questions

Dear [Participant and/or Participant's Parents],

Our group is running a fundraising campaign to cover the costs of [Fundraiser's Cause].

Our goal is to raise \$ [Fundraising Target Amount].

To raise these funds, we are offering Indeygo Fundraising products for you and your co-workers, family and friends to purchase.

Each participant needs to sell # [Quantity] [Units] of [Products] for us to reach our financial goal. If you could aim to sell this amount we would greatly appreciate it.

We will be running the campaign until [DD MM YYYY].

Please return any Paper Order Forms and any cash or cheques (made out to to [Organization Name]) by [DD MM YYYY].

Thank you in advance for your help with this fundraising campaign, your assistance is greatly appreciated!

Sincerely,

MASTER IT, WITH OUR TOP TIPS

3	Steps for Fundraising
4	Coordinator Checklist
5	Delivery Day
6	Sample Letter
7	Selling Tips
8	Questions

01 **Timing**

Fall months are the most popular fundraising months of the year, however, our fundraisers can be run any time of the year.

02 **Share your story**

Let people know why you are fundraising and what your goals are as a group. Tell them your plan: let them know you are buying new equipment, hiring a new coach or raising funds for field trips.

03 **Selling on social media or email**

Forward the parent letter template to your contacts to share via email, and share social media templates (available on request) letting them know that they can purchase delicious Indeygo products online.

04 **Selling at work**

Utilize common areas to leave order forms. Make it social with a planned post-fundraiser bake exchange. Share the online store link. Sometimes customers need a nudge or friendly reminder, no need to be shy!

05 **Selling at a community event**

Book a booth at any community event to pre-sell your products, or order from Indeygo in advance. Consider offering an activity such as face painting or colouring which will draw in potential customers.

06 **Sharing**

Use photos of your team and the products you'll be selling. We are happy to share our product images! Make a video – practice a few times, work with friends to make it fun!

07 **Have a clear call to action**

What do you want your audience to do, and when? Be clear and concise with action such as click, share, and call. Always include the link to your online store!

08 **Tips for content**

Share the same details that made you interested! For example, highlight how easy and mess-free the Scoop & Bake cookie dough is. With 11 yummy flavours, everyone can have their favourite.

09 **Purpose & Deadlines**

Clearly define and communicate your goal, your deadlines, and important dates with your team and your customers.

10 **Get Competitive**

Encourage sellers to be creative. Think about how you can reward the top seller. Leaderboards and incentives go a long way with keeping motivation high!

11 **Share Results & Show Gratitude**

Share results with your supporters and audience, thank them for their contributions, and remind them how the funds will benefit your group. Also let them know what to look forward to in your next campaign!

QUESTIONS? WE ARE HERE WITH ALL THE ANSWERS

- 3 Steps for Fundraising
- 4 Coordinator Checklist
- 5 Delivery Day
- 6 Sample Letter
- 7 Selling Tips
- 8 Questions

How do I calculate whether an Indeygo fundraiser will be profitable for my group?

The most impactful factor on the profitability of a Fundraiser is shipping costs. The first step toward calculating profits is to evaluate if your group is capable of selling enough of a Product to reach its Free Shipping Minimum. Consider these factors:

- What is the Free Shipping Minimum order quantity for the Product(s) I want to sell?
- How many Participants are in my fundraising group?
- Do I think each Participant will be able to sell enough items for my group to meet the Free Shipping Minimum order quantity?

For an example scenario, [visit our FAQ page](#).

Which Products are sold in cases and which Products are sold as individual units?

Cookie Dough and Muffin Dough are shipped as cases of 6 units, with one flavour per case. *Partial / Mixed cases are not available.

Coffee, Tea, Soap, Beef Jerky, Turkeys, and Veggie Bundles are sold as individual units.

How do the Products arrive?

Frozen Cookie Dough and Muffin Dough – Arrives by refrigerated truck to your non-residential address.

Beef Jerky – *Alberta only. Arrives in one shipment via courier.

Coffee - Arrives in one shipment via Canada Post / courier.

Tea - Arrives in one shipment via Canada Post / courier.

Veggie Bundles – *Calgary/Edmonton only. Arrives by truck directly from the Farm.

Turkeys – *Calgary/Edmonton only. Arrives by truck directly from the Farm.

How long does it take to receive my Product(s) after submitting my Wholesale Order?

Please allow 10–20 business days for shipping.

What should I do if I have extra pouches of Cookie Dough from case rounding?

On Delivery Day, you can put out a sign letting everyone know that you have extra dough for sale.

People are keen to buy more if it's immediately available, giving you an opportunity to make more profit.

You can also hand out extras to your volunteers as a 'thank you' for their help with the fundraiser!

Extras are also useful in case substitutions are required or any orders were miscounted. They always sell!!

How do I distribute Products to my customers?

On delivery day, all of your Products are delivered to one location. To distribute your Products to your customers, you can either:

- Contact all Customers with instructions to pick up their items directly on Delivery Day.
- Contact all of your Participants with instructions to pick up all of their sold Products for distribution to their Customers.