

“Needs Your Support” Online Fundraising Store with Two Options

- 1) 100% Virtual Fundraiser** – All orders ship directly to your customer’s home. Excludes refrigerated items.
- 2) Traditional Online Fundraising Store** - Customers select to have their order shipped to their home and pay a small shipping fee or shipped free to your organization. Frozen/refrigerated items are included.

You can set up a 100% Virtual fundraiser by following this link and then contact us by calling 860-384-3691 or email deb@best-fundraising-ideas.com if you would also like us ship brochures to you. We can adjust your store to allow your supporters the option to have their order shipped free to your organization:

<https://needsyoursupport.org/sign-up?code=newfun>

Benefits of offering our “Needs Your Support” Online Fundraising Website:

- ★ Simple to use for sponsors, sellers, and supporters
- ★ Adding an online store increases sales and participation
- ★ Our online store can be combined with most of our brochure fundraisers
- ★ Hundreds of fun and unique items are available for purchase with new items being added all the time
- ★ Ship-to-Home or Ship-to-Group option available
- ★ All major credit cards and electronic payment methods accepted
- ★ Secure and encrypted transactions
- ★ Accessible on any device with an internet connection
- ★ An online store can be run for a specified time frame, or perpetually
- ★ Progress visible to coordinator in real-time from a secure administration account
- ★ Shareable links and flyers help seller's market through social media, email, and text
- ★ Your organization will earn a 40% profit on the retail dollar sold. Your organization has an option to accept cash donations and if selected, your organization will receive 70% profit on cash donations.

How does it Work?

- We'll provide your organization with a fundraising pack, which includes a group ID. This ID should be written on the top of the seller's order form in the space provided, for quick reference, if brochures are offered.
- Call 860-384-3691 to set up your online store. We'll provide you with a chairperson's login information, groups ID, and a participant's letter including steps for registering as a seller. Your group's online ID will become inactive on the date you select. You can also to run your store perpetually. If you are running a brochure fundraiser from the same company your online shopping portal will be deactivated on the date your order forms have been received by the company.
- Your sellers will register online so supporters can order under his/her name, giving credit for the sale to that student. Sellers can then advertise their fundraiser via social media, text, and email, providing the group ID, then sit back and watch the profits roll in!
- Your supporters will go to our Needs Your Support website and enter the group ID, they will select the student they wish to support, choose whether to have items shipped to home or shipped to your group, and browse hundreds of items available to purchase. The checkout process is encrypted and secure. Simple, smart, and safe.
- Once an online order has been placed the company will receive the online orders instantly. If the shoppers chose the ship to the home option, products would typically ship out via USPS or FedEx within 48 hours. If ship to the group is selected, we will process the order at the fundraiser's conclusion, packing the items along with the rest of the seller's order. A report showing who purchased items online will be included with the seller's items.
- Fundraising totals and “per-student” reports will combine online and brochure sales for an easy look at the fundraiser's overall success; alternately, the Profit Summary and Seller's Packed Items reports provide a straightforward look at the breakdown of brochure vs. your online sales.

Online Products - The online shopping portal will include all items available from the distributor. New items are being added all the time and often, you'll find up to 400 items to choose from.

Shipping Options – Your online store can be set up for the supporters to choose whether they want their items shipped directly to them or shipped to your organization on your scheduled delivery day. You can offer a 100% Virtual fundraiser with all orders shipped directly to the supporter's home. Frozen and temperature-sensitive items can only be shipped to the group. Your online store can ship hundreds of non-frozen/shelf-stable selections plus kitchen items, gift items, etc. to anywhere within the Continental U.S. Online stores can be set up to ship to home, and/or ship to the group. If a seller is not registered, their supporters can only have items shipped to home.

Registered Sellers - Each seller should go online and register their name on the Needs Your Support website, using the group ID provided. If a seller does not register, supporters can still add their name as the person they would like to support; however, delivery options will be limited to ship-to-home only, which also limits the items from which they can choose. We encourage your organization to have your sellers register at your kickoff event!

Online Dashboards - Seller Dashboard: Your sellers can track their sales and share their requests for support through a variety of methods from the Seller Dashboard. Through the dashboard, your sellers can share via social networks like Facebook, import their email addresses to send messages, and text using a mobile phone. Coordinator Dashboard: The coordinator can log into their dashboard anytime to track the fundraiser's sales, social and email sharing, and overall progress.

Organization Profit: Brochure sales, Online Ship to Organization, and Online Ship to Home orders all offer your organization 40% profit.

Instructions

Seller Instructions

1. The organization receives their group ID on the day the fundraiser kicks off.
2. Your sellers go to the website to become a registered seller. As a sponsor, you may want to take a few minutes on the day of kick-off and allow your students to register while they are all together, which will cut down on unregistered sellers and repeat questions (particularly if it's a class fundraiser and the students have Chromebooks or another electronic device at their disposal).
3. Your sellers will click on the "Register Seller" link, and fill out the Group ID, name, and email fields, then create a password for their account. After registering, your sellers can access their dashboard anytime by clicking on the "Seller Login" link and signing in with email and password. Here, they will find links to share their fundraiser via Facebook posts, Facebook Events, Messenger, Twitter, Instagram, Pinterest, and Email, and a Support Flyer that can be downloaded and printed for fundraising in person. They can also access a list of items that supporters have purchased online, which is broken down by items delivered to the supporters' home vs. those the seller picks up and delivering personally.

Coordinator Instructions

1. The "Coordinator Login" information will be set up by the company and we will share it with your fundraising coordinator. The Coordinator Dashboard is immediately available to the fundraising coordinator.
2. The fundraising coordinator can see sales, shares, and credit card at the door information; further, upon completion of the sale, the coordinator has access to accounting reconciliation information.

Supporter Instructions

1. Supporters will go to the Needs Your Support website and enter the group ID provided by the seller. If using a shared link (such as one received via email or Facebook), no ID is required.
2. Next, they will select the seller they wish to support from a list of registered sellers. If they do not see the name of the seller, supporters can add the seller by first and last name; however, if the seller is not registered, supporters can only see those items labeled "Ship to Home." This excludes all frozen products and is done so to prevent unexpected items from being shipped to the group.
3. After selecting the items they wish to purchase and adding them to the cart, supporters will proceed to the secure checkout. We accept all major credit cards, and PayPal, and a receipt will be emailed to the supporter upon completion of the transaction.
4. The home delivery option will include shipping and handling fees and will be processed and shipped within 48 hours of the order being received. Upon order processing and shipment, a notification will be sent to the email address indicated at checkout.
5. Ship-to-Group orders will be student packed with the brochure orders and distributed to the group on the fundraiser's delivery date.

Easy Fundraising Steps from Start to Finish

- Your school or organization can sign up by calling (860) 384-3691. To immediately set up a 100% virtual fundraiser you can sign up now by following this link: <https://needsyoursupport.org/sign-up?code=newfun> Contact us at 860-384-3691 or deb@best-fundraising-ideas to set up a traditional sale with brochure and/or to include the option for your supporter's online orders to ship to your organization.
- For higher sales, we always highly recommend offering brochure sales and the option for supporters to ship their order to your organization so they will have no shipping fee. When brochures are not an option, a 100% Virtual Fundraiser is an alternative. An online store is an incredible option that can help your sellers expand their sales well beyond your local community by inviting friends and family throughout the U.S. to support their fundraiser!
- The sign-up form is simple and once completed, your online store will immediately be activated, and you'll be ready to raise funds! Important: Your fundraiser starts when you invite your sellers and promote it, so setting it up ahead of time is not a problem! Your fundraiser ends when you tell us to turn it off.
- There are no upfront costs and once you start, your purchases immediately earn profit for your group. Your organization will earn a 40% profit on the retail dollar sold. Your organization has an option to accept cash donations when you sign up. If you included this option, your organization will earn a 70% profit on cash donations.

Promoting your Online Store:

You will receive a unique Group ID for your online store. Chairperson will need to invite their participants to register as a seller. Invite your participants to visit the online store, enter your code, and click on a link to register as a seller. Participants will then invite friends and family to visit the online store and shop. Participants can share the website and code by sending emails, texts, Facebook posts, creating a Facebook event, sending invites by Messenger, Instagram, and Twitter, etc. They will go to the website, enter in your organization's code, select the name of the seller, and then shop! As the chairperson/coordinator of your organization, you can invite and build a team of sellers to promote your fundraiser. You'll receive login information where you can see the sales for each seller.

Great Selection of Items!

The 100% Virtual Online Fundraiser offers a large assortment of products to sell. Your customers will choose from different categories to shop from. If you opt to allow orders to ship to your organization you can ask us to include frozen items such as Otis Spunkmeyer frozen cookie dough, Zap-A-Snack pizza, etc. Ship to organization orders will add a shipping fee if less than 400 items are shipped.

Student Success:

The key to a successful online fundraiser is to assure your students register as a seller and be sure they use many options to invite all their friends and family to shop on your online store. We highly recommend encouraging your participants to send out messages on the first day your sale starts. Because people are forgetful or may need to be asked more than once before purchasing, we recommend asking your participants to send out emails and posts as a reminder half-way through your sale. A few days before the end of your sale, a last chance to order reminder should be sent. Sending reminders to your participants is the key to success.

Brochure Fundraising Option:

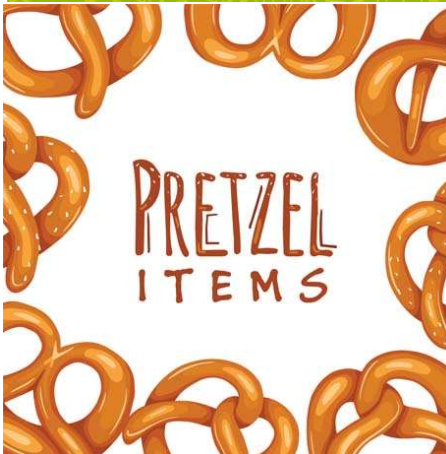
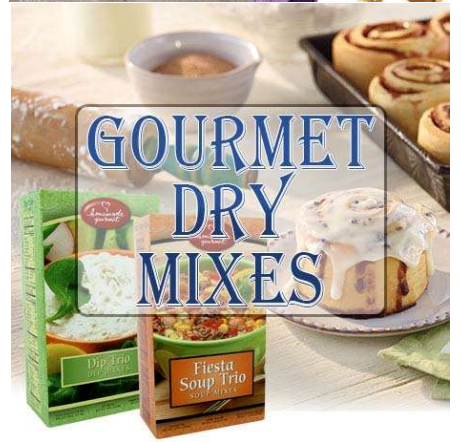
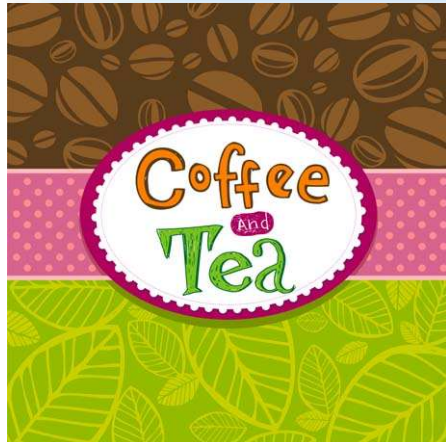
Should you decide to also offer a traditional brochure fundraiser contact us and we can offer brochures that offer only shelf-stable items or brochures that also include items that require refrigeration. You choose. Should you combine online sales with a brochure sale, the items purchased, whether Online Ship-to-Group or Brochure Sales are applied to the 400-item requirement for free shipping. For example, if a group sells 200 items ship-to-home, and 200 items ship-to-group, your group will meet the 400-item goal. Adding a traditional brochure sale is risk-free! Call us at 860-384-3691 to choose your brochure(s).

Setting Goals and Tips to Increase Sales:

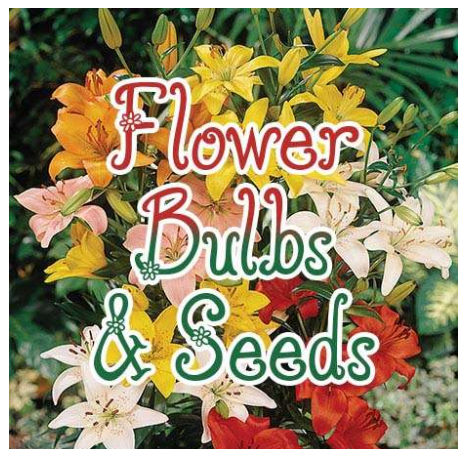
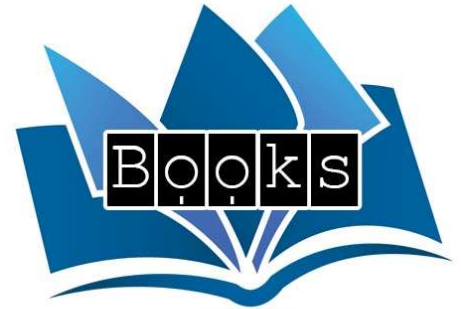
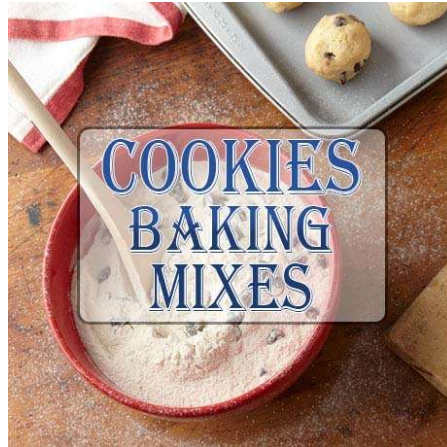
Explain your fundraising goal with your members and be sure they know you are counting on their participation. Set a minimum number of items for each participant to sell. Offer an incentive or have a drawing for a prize. For example, for each 5 items sold a participant will receive a ticket for a chance to win drawing. With 100% Virtual Fundraisers, encourage your friends and family to share your online store with others to further increase your sales.

Closing your Fundraiser:

At the conclusion of your selling period (we recommend 2-4 weeks) let us know and we'll close your online store. We'll send you a check for your profit with sales reports. If you are offering a 100% Virtual Fundraiser, we can keep your store open for several months if you wish. Call us for more information.



See more on the next page



See more on the next page



Call us at
 (860) 384-3691 to
 receive a Group ID
 to view the
 Online Fundraising
 Store!



You Can Start Selling Today! Best-Fundraising-Ideas.com deb@Best-Fundraising-Ideas.com

Product Categories and Items in our online store will vary throughout the year and may include:

- Bath and Body:** Qty approximately 20 - Variety of Cold Process Soap Bars.
- Books:** Qty 12-18 - Cookbooks, Puzzle Books, Brain Games, Coloring Books, Keepsake Books, Natural Remedies,
- Candles & Wax Melts:** Qty 12-18 - Variety of Scents
- Chocolates:** Qty 12-18 - Milk and Dark Chocolate, Pecanbacks, Katydids, Coconut Dreams, Mint Penguins, Bon Bons, more! (not offered during hot summer months)
- Coffee & Tea:** Qty 8-12 - Boston's Best and Wicked Awesome ground coffee, and teas
- Cookies (Baking Mixes):** Qty 6-10 - Homemade Gourmet and Classic Cookies Dry Mixes
- Cookies (Ready to Eat):** Qty 18-24 - Mini Cookies, Soft-Baked Cookies, Mega Brownies, Mega Cookies
- Desserts/Pretzels:** Qty 2-6 - Cinnamon Roll Kit, Funnel Cake Mix, Ben's Soft Pretzels
- Donation:** \$20 \$50, \$100 options
- Face Masks:** Qty 7 - Assorted Colors and Prints
- Flowers, Bulbs & Seeds (Seasonal):** Qty 20-24 - Sun and Shade Seed Mats, Sunflower Seed Mat, Organic Herb & Veggie Garden, Hummingbird Hanging Kit, & more
- Gourmet Dry Mixes:** Qty 18-24 - Soup, Chili, Cheese Ball Trio, Cheesecake Trio, Louisiana Gumbo, Apple Crisp, more
- Gourmet Popcorn:** Qty 18-20 - Poppin Popcorn Gallon and Half-Gallon Bags, a large variety of flavors
- Holiday Items:** Qty 12-15 - Gift Wrap, Gift Bags, Gift Tags, Window Boxes, Storage Containers, Decor, Mugs, & more
- Home Decor:** Qty 12-15 - Wall Art, Picture Frames, Day of the Week Chalkboard, Family & Friends Birthday, Family Rules, more
- Jewelry:** Qty 18-24 - Earrings, Rings, Necklaces, Bracelets, Swarovski
- Kitchen Items:** Qty 108-114 - Too many to list! Ask for a Group ID to view our online store!
- Magazines:** Qty 20 - Selection of Magazine Titles
- Snacks:** Qty 24-30 - Gummie Bears/Worms, Beef/Wild Game Sticks and Sausages, Cheese Spreads, Snack Cans
- Toys & Games:** Qty 72-80 - Something for everyone!
- Tumblers:** Qty up to 10 – Variety of designs

If you can have refrigerated storage and opt to allow products to ship to your organization, we can add these categories to your online store:

- Otis Spunkmeyer Cookie Dough**
- Amazing Cookie Dough**
- Cheese & Sausage**
- Pizza**

frozen foods can't be shipped to some areas of WA, OR, CA, NV, AZ, ID, UT, MT, WY, CO, NM, ND, SD, NE, MN, TX.

Set up an online store to see what's available: <https://needsyoursupport.org/sign-up?code=newfun>

Call 860-384-3691 to sign up now to receive brochures!