

# Unipak Fundraising Instructions

## Chairperson, Seller, Supporter

### Chairperson (Coordinator) Instructions

1. Once you are registered, the company will send you an email with your “Coordinator Login” information where you can see the sales for each seller. We’ll also provide your group’s ID and a participant’s letter including steps for registering as a seller. Your Coordinator Dashboard will be available immediately for you to view and your online store will be activated.
2. We will review details of your sales and create a customized letter you can distribute to your sellers by either emailing it to them or sending it home in your brochure packets, if selected.
3. As a chairperson, you will need to invite your 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. Take a few minutes on the day of kick-off to allow your students to register while they are all together, which will cut down on unregistered sellers and repeat questions.
4. 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 Goodies and Gifts 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. As a chairperson, sending reminders to your participants will be the key to success.
5. 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 every 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.
6. The fundraising chairperson 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.
7. Your group’s online ID will become inactive on the date you select. You can also run your store perpetually. If you are running a brochure fundraiser, your online shopping portal will be deactivated on the date your order forms have been received by the company.
8. The coordinator can log into their dashboard anytime to track the fundraiser’s sales, social and email sharing, and overall progress. 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.

## **Seller Instructions**

- 1.** The organization receives its group ID on the day the fundraiser kicks off.
- 2.** Your sellers will go to the website and register online so supporters can order under their name, giving credit for the sale to that student.
- 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.
- 4.** Sellers will then invite friends and family to visit the online store and shop. After registering, your sellers can access their dashboard anytime by clicking on the “Seller Login” link and signing in with an email and password. Here, they can share their requests for support through a variety of methods from the Seller Dashboard. 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.
- 5.** 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 delivered personally.

## **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 will be 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.** Your supporters will browse hundreds of items available and select the items they wish to purchase. After 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. The checkout process is encrypted and secure. Simple, smart, and safe.
- 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 (along with the rest of the seller’s order if there are brochure orders) and distributed to the group on the fundraiser’s delivery date. A report showing who purchased items online will be included with the seller’s items.