

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 over 28 years, sold over 18 million cookies across Canada and work hard to support your fundraising goal with up to 40% profits. We believe in high quality products that people will actually want to buy and enjoy.

As your groups Coordinator, we appreciate the time and energy you've put into this. We're here to support you in reaching your goals. 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
- MUFFIN DOUGH
- COFFEE AND TEA
- BEEF JERKY
- DOGGIE DOUGH
- HARVEST VEGGIE BUNDLES
- FLOWERS & HERBS
- THANKSGIVING TURKEYS

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

1

Contact Indeygo

- Call or email us, and we'll get you started with your own account on indeygo.com.
- Email: info@indeygo.com
- Call: 1.877.463.3946
- Visit: indeygo.com/get-started

2

Set a time frame

- Decide on a start and end date (typically 2-4 weeks).
- Fundraise for 2 weeks; running over two weekends is ideal.
- Allow 7-14 business days from submitting your bulk order to delivery.

3

Choose 1-2 products on your customized online store

- Online Store - customers pay online.
- Communicate your campaign fundraising goals and share link with your network.
- Hand out order forms to participants. Ensure participants know the start and end date.

4

Collect order forms and place order online with Indeygo

- Collate order forms and count cash/cheques – these are payable to your organization.
- Combine both paper and online orders together in the online store.
- Collate the number of units. Round up to case lots (6 pouches/1 case).
- Review, approve and submit your final group bulk order online.
- Determine your delivery date - we always do our best to accommodate your preferred dates.
- Communicate delivery date with participants via email, social or a newsletter.

5

Arrange volunteers to distribute products on delivery day

- Have 3-4 volunteers to help hand out products to participants. Always helps to have smart cookies when raising dough...
- Participants deliver Indeygo goodies to their customers to enjoy.

REGISTER, RALLY, RESULTS: YOUR COORDINATOR CHECKLIST

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REGISTER

- Register for your online store account (indegogo.com)
- Set a time frame for fundraising
 - Plan 2-4 weeks to run your campaign and add 7-10 days for delivery after submitting your order
 - Plan 10-14 days to campaign, over 2 weekends is best
- Decide on which products you'll fundraise with (we recommend 1-2)
- Schedule delivery date, time, and location
- Communicate Goals
 - Determine the amount needed to raise \$\$\$
- Ask us about shipping quantities to your location e.g. The minimum order for Edmonton is set at 150 (tubs/pouches/boxes) packaged in 6 = 25 cases
- Determine the number of units each participant needs to sell to meet your financial goal(s)
- There will most likely be additional units to sell on delivery day, since all orders are to be made in case lots.
- How do you plan on using social media, Facebook and Instagram?
- Will you create a group event page on Facebook and have your group invite people to participate? Will you post on various Facebook pages to spread the word?
- Decide on the best method of communication so that the coordinator can notify participants with details such as any changes and delivery day details. Phone, email, group/team websites, in person at a meeting or team practice, or a combination.
- Distribute the participants' packages and include the items below:
 - Letter (page 6) that includes your group's fundraising goals and a brief description of what you are fundraising for. It should also include the number of units each participant must sell to ensure that your group's fundraising goal is achieved.
 - Order forms (found in dashboard on the online store)
 - Email and social media posts with customized online store links if applicable
 - Coordinator contact information
- Ingredient lists can be found on the product pages at indegogo.com
- Remind participant(s) of the approaching deadline to submit orders
- Add manual /cash orders to your online account / dashboard

- When your store closes, complete the process by creating your wholesale order.
- Review, Approve and Submit your group bulk order online

RESULTS

- Order confirmation
- Receive packing slip from Indegogo
- Deposit cash/cheques made payable to your organization
- Recruit volunteers for delivery day, allow for delivery timing flexibility
- Notify participant(s) of delivery day details (allow time to sort your order before participants and customer(s) collect their orders)
- Call the delivery company on the morning of the expected delivery date to determine an ETA
- Sort orders: Cases, boxes, packs are colour coded for ease of identification
- Distribute orders: have fun, play music, take some photos and share @indegogofundraising
- Thank you email to everyone for participating and helping your group raise funds, include \$\$\$

RALLY

- Create a fundraising plan
 - Determine your group's goals and what you are fundraising for, along with how many units each participant is required to sell.

CLOSE THE LOOP, DELIVERY DAY!

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Call the shipping company provided on your packing slip. Request a window of time to expect your order to arrive.

Please be flexible with trucking companies.

Have 3-4 volunteers ready to help with sorting, order sheets and packing slip/shipping. Ensure volunteers are available throughout the day and can lift anywhere from 20-50 lbs boxes.

Extra cases? 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 numbers match the packing slip/shipping information to ensure you have the correct number of cases/boxes ordered per flavour.

*Please call Indeygo immediately if there are any discrepancies 1.877.463.3946

In time for participant pick up, sort cases of flavours in separate stacks & arrange in the same order that is on the order form, this makes picking orders simple. Have selected volunteers do the picking and sorting to hand orders to participants and their Customers.

SPREAD THE NEWS, WITH A HANDY LETTER TO YOUR GROUP

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Dear _____,

Our group is running a fundraising campaign to cover the costs of _____.

Our goal is to raise \$ _____.

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

Each family needs to sell # ____ tubs of cookie dough, for us to reach our financial goal. If you could sell this amount we would greatly appreciate it.

We will be running the campaign until DD MM YY

Please return your order form and cheque made out to SCHOOL, CLUB NAME by DD MM YY.

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

Sincerely,

MASTER IT, WITH OUR TOP TIPS

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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 and individually. Tell 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 the social media template 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 bake exchange for after. Share the online e-store link. Sometimes they 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 in advance. Consider offering an activity such as face painting or colouring which will draw in potential customers.

06 Sharing

Use photos of both your team and the products you'll be selling. We are happy to share our 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. Add the link to your online e-store.

08 Tips for content

Share that Indeygo cookie dough is Scoop-and-Bake. Making yummy cookies is easy, no mess and no waste. Plus, with 11 flavours everyone can have their own favourites.

09 Purpose & Deadlines

Clearly define and communicate your goal as well as your deadline and other important dates!

10 Get Competitive

Encourage sellers to be creative. Think how you can reward the top seller.

11 Share Results & Show Gratitude

Share results with your supporters and audience, remind them how the funds will benefit your group and how they can contribute in the future.

QUESTIONS? WE ARE HERE WITH ALL THE ANSWERS

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We are a small group looking for a way to raise funds, would this be a profitable fundraiser?

With two weeks of fundraising by a motivated team with clear goals, you can easily earn over \$3000.

Ask us about fundraising tools and how to qualify for free shipping.

How do the products arrive?

Frozen Goodies – arrive by refrigerated truck to your specified location

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

Coffee and Tea - Arrives in one bulk order by Canada Post

Harvest Bundles– *Alberta only. Delivery directly from Farmer.

Planters – * Calgary/Edmonton only. Bulk order arrives by truck directly from the Greenhouse

Is it okay if cookie dough, muffin dough thaw on the day of delivery?

Cookie dough and muffin dough can be safely thawed and refrozen without any damage to the integrity of the product.

Which products are sold in cases and which products by the unit?

Cookie Dough, Muffin Dough, Macaroon Dough and Doggie Dough are shipped in full case lots of each flavour and each case contains 6 units. *No mixed cases.

Beef Jerky, Coffee/Tea, Planters and Harvest Bundles are sold by the unit/package.

How long does it take to receive our order?

Typically 7–14 business days. Please contact us for details on minimums for free shipping.

What should we do with the extra tubs of Cookie Dough and Muffin Dough?

When you are handing out the frozen goods on delivery day, you can put out a sign letting the parents, teachers, coaches know that you have extra dough for sale.

People are keen to buy more if they know some is available giving you an opportunity to make more profit.

You could also hand out extras to volunteers as a 'thank you' for their help with the fundraiser.

Groups find it helpful to have extras on hand in case there were any counting mistakes or missed orders to fill. They always sell!!

Where do you deliver to?

We deliver across Canada. Please ask for shipping rates and delivery expectations.

OUR TEAM IS YOUR TEAM

We are always just an email or a phone call away.

1.877.463.3946

info@indeygo.com