



**indeygo™**

**FUNDRAISING  
GUIDE**

2023

2024

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# INTRODUCTION



A tasty solution to organize and maximize your next fundraiser.

Whether you're a school, a club, team or a cause, we support you with everything you need to run a successful fundraising campaign, making it simple and easy.

We do this by sharing profits from sales of ready-to-bake cookie dough (and loads of other yummy treats).

Indeygo's mission is to support your group to meet your fundraising goal with up to 40% profit from sales of Canadian products.

Our goal is to ensure that the fundraising coordinator's job is seamless, effortless and successful.

Choose from a wide selection of Indeygo treats: cookies, muffins, cinnamon buns, coffee and tea, Beef jerky, and even dog treats!

We'll guide you through your entire fundraising campaign; from setup and promotion, to delivery, and then helping count your hard-earned cash!

In business since 1996, our fundraisers have sold over 18 million cookies! Put them end to end and they would stretch from Banff to Vancouver!

Indeygo cookie dough has been delivered as far west as Vancouver Island, as far north as Nunavut and as far east as Newfoundland! Indeygo is proud to be 100% Canadian!

The Indeygo recipe:

- Top-selling delicious products
- Easy-to-run campaigns
- Friendly, caring support to reach your fundraising goals
- Have fun in the process

An online store makes spreading the word easy and raising money effective.

Thank you for choosing Indeygo for your fundraising campaign!

Choose Indeygo: the tasty fundraiser.

# FIVE STEPS FOR FUNDRAISING

1

## Contact Indeygo

info@indeggo.com Phone: 1.877.463.3946 www.indeggo.com  
Register for an account at [store.indeggo.com](https://store.indeggo.com)

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. (See [Selling Tips](#) for a successful fundraiser)
- 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 campaign fundraising goal 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 – payable to your organization
- Combine both paper and online orders together in the online store
- Collate the number of tubs/units. Round up to case lots (6 tubs/1 case)
- Review, approve and submit your final group bulk order online
- Delivery date - we always do our best to accommodate your delivery date
- Communicate delivery date with participants via email, social & newsletter

5

## Arrange volunteers to distribute products

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



# COORDINATOR CHECKLIST

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- 🍪 To register for your **online store** account, go to: [store.indeygo.com](https://store.indeygo.com)
- 🍪 **Set a timeframe** 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 1-2 products, (11 cookie dough flavours to choose from)**
  - Schedule delivery date, time, and location
- 🍪 **Communicate Goals**
  - Amount needed to raise \$\$\$
  - Ask us about shipping quantities to your location \*150 tubs/boxes = 25 cases
  - Determine the number of units each participant needs to sell to meet your financial goal(s)
- 🍪 **Create a fundraising plan**
  - Create your fundraising letter that explains your group's goals and what you are fundraising for, along with how many units each participant is required to sell (see [parent template](#)).
  - 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 of any changes, including 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:**
  - Cover Letter ([parent template](#)) 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
  - The ingredient lists can be found on the product pages at [indeygo.com](https://indeygo.com)
- 🍪 Remind participant(s) of the approaching deadline to submit orders
- 🍪 Add manual /cash orders **to your online account / dashboard**
- 🍪 Calculate total order submitted by paper and online sales (round up to case lots of 6)
- 🍪 **Review, Approve and Submit your group bulk order online**
- 🍪 Order confirmation
  - Receive packing slip from Indeygo
- 🍪 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 [@indeygofundraising](#)
- 🍪 Thank you email to everyone for participating and helping your group raise funds, include \$\$\$

# DEAR PARENT LETTER

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 this date.

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

Sincerely,



# SOCIAL MEDIA

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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 — Explaining

Let people know why you are fundraising and what your goals are as a group and individually. Tell your story: 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

Does your workplace have a coffee room or an administrative desk? You could put up some order forms as posters and place order forms on tables or at the reception desk. If you are feeling extra creative, organize a bake exchange for everyone to share their freshly baked Indeygo products after they are delivered. The online e-store link can be emailed to your colleagues. Sometimes they need a nudge or friendly reminder, no need to be shy!

## 05 — Selling at a Community Event

Check your local community calendar to see if there are any community events during your fundraiser time period. Book a booth to pre-sell your products, or order in advance so that you have products ready on site. Since most community events are indoors, offering an activity such as face painting or colouring can draw in potential customers.

# SELLING TIPS

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Set up and share your fundraiser on your social media channels. Be sure to share your [online store link](#)!



## USE IMAGES & VIDEOS

Social media loves images. They stand out and tell a story quicker than text. We'll help you with some great images of our yummy products and a social media template, just ask!

Make a video explaining the purpose of your fundraiser – practice a few times, work with friends to make it fun!



## 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 and a link to [www.indeygo.com](http://www.indeygo.com) to your social media pages.



## BUILD YOUR FUNDRAISING 'BRAND' & MAKE YOUR POSTS SHAREABLE

What is your fundraiser for, why are you having one? #Hashtags give your fundraising campaign a cohesive image across platforms and unify your fundraising team. Don't forget to ask people to share and repost.



## GIVE SUPPORTERS A PURPOSE & A DEADLINE

Why is your fundraiser different? How can you stand apart? Encourage sellers to be creative. Maybe reward the top seller?

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



## 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.

Thank, thank, and thank again!

Tip: 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.



# DELIVERY DAY



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 information. Extra cases? Put up a sign & let people know what you have extras 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 to let us know of any discrepancies 1.877.463.3946

In time for participant pick up, sort cases of flavours in separate stacks & arrange in 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.

# FAQ'S

## **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 long does it take to receive our order?**

- Typically 7–14 business days. Please contact us for details on minimums 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 and cinnamon buns thaw on the day of delivery?**

- Cookie dough, muffin dough and buns 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.
- Cinnamon/Sticky Buns 4 packs/case. \*No mixed cases.
- Beef Jerky, Coffee/Tea, Planters and Harvest Bundles are sold by the unit/package.

## **What should we do with the extra tubs of Cookie Dough, Muffin Dough and Cinnamon Buns?**

- 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.

# CONTACT INFO

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**1.877.463.3946**  
**Info@indeggo.com**  
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