

Dear Fundraiser

We are really excited about working with you on this fundraiser!

Below we describe how the fundraiser works. Feel free to reach out should you have any questions.

OVERVIEW

The process:

1. Send the fundraiser links out (Links are now active and ready to send!)
2. Supporters shop
3. The system tally's everything
4. We deliver the products and your cheque!

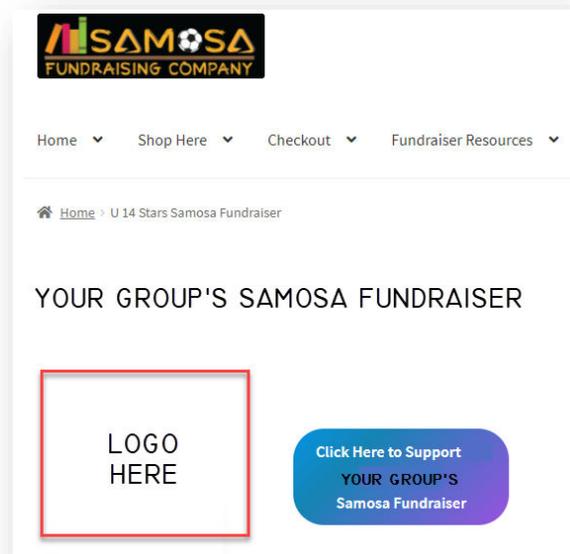
1. THE LINKS

Clicking the button next to the logo on your group's page allows the website to automatically track all the fundraiser transactions.

TIP: Direct emails to parents and supporters have proven to be more effective in driving sales than Facebook posts or school newsletters. We will provide you with a sample kick-off email.

2. START SHOPPING

After clicking the Button, the supporter will land on the shopping page. The supporter places an order by filling their cart and proceeding to the checkout like they would on most e-commerce websites. At checkout they will have to select your fundraiser from a pull-down menu. This is a mandatory selection and the way we manually track orders as a backup to the automatic tracking that occurs when they click the button.



At checkout the supporter will see a message re pickup time and location. (We'll add this to the site closer to the launch date) They will also see this on their emailed receipt.

The screenshot shows a checkout page with the following elements:

- A blue header with the text "Checkout".
- A blue button with the text "Have a coupon? [Click here to enter your code](#)".
- A section titled "Billing details" containing:
 - Two input fields for "First name" and "Last name".
 - A dropdown menu for "Name of School or Group You Are Supporting" with the selected option "U14 Stars (P/U Sat Mar 27 11-noon LV Rec Ctr, 3590 Mtn ...".

They have the option to pay by either Interac e-Transfer or credit card. If choosing e-transfer, that e-transfer will need to be sent to samosafundraiser@gmail.com. No password is needed for e-transfers as the account is set up to automatically deposit the transferred funds. Samosa Fundraisers receives payment notification.

For credit card payments, select the "Credit Card Payments" button.

Lastly, the supporter would select "Place Order" completing the transaction - a receipt is emailed and the order is tracked in the system.

The screenshot shows a payment selection screen with the following elements and annotations:

- interac** (red text annotation with arrow pointing to the selected option):
 - Selected option: "Interac e-transfer payments to SamosaFundraiser@gmail.com".
 - Text below: "Please send e-transfer to SamosaFundraiser@gmail.com and include order number in the e-transfer message field."
- credit card** (red text annotation with arrow pointing to the unselected option):
 - Unselected option: "Credit Card Payments" with logos for Mastercard, Visa, and American Express.
 - Text below: "Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#)."
- pickup message** (red text annotation with arrow pointing to the pickup details):
 - Text: "Pickup Day/Month between x pm and x+1.5 pm at location".
- A black button at the bottom with the text "Place order".

3. REPORTING AND PROMOTION

Once the fundraiser closes, we will send reports showing orders and totals. At the minimum, we will also send you weekly (or more frequent if you like) status reports. We will provide checklists and order summary print-outs to assist on delivery day.

We will assess the fundraisers performance within days of launching. Sometimes measures need to be taken to encourage sales. **It's important to be on top of this given the limited amount of time.**

4. DELIVERY AND PAYMENT

We will deliver the payment cheque to you with the orders on delivery day.

Please let us know if you have any questions.

Thanks,

Samosa Fundraiser Team