



Step #1 Guide to Launching a Successful Fundraising Campaign

Choose the Fundraiser product your group would like to campaign. If you have not yet decided which product you would like to run either [click here](#) and choose, or go onto step #2.

Let's get started by clicking on ABC Digital Info Kit link [Digital Info Kit](#)

Do yourself a favor, forward this [Digital Info Kit](#) link page to yourself; save it; text it; email it to yourself; save it as favorites; or bookmark it, because this is your go-to page for everything fundraising. Kind of like your one-stop shop.

Scroll down through the [Digital Info Kit](#) to choose the product that will work best for your group.

Click on the **green Download Info-Kit** button to the right of your product choice and download the digital info-kit for that product. This is information you can share with your fundraising group.

If you already know which fundraiser you want to campaign, scroll to it, and click [Start this Fundraiser Now](#) and your off to the races. You can get order takers, or you can get our new Web Stores, which is pretty tremendous, because you just share your link and people pay with credit or with debit card. It's a great shopping cart. Or you can do both, which is considered as a hybrid campaign. So, if you now know which product you want to run click [Start this Fundraiser Now](#) and complete your [Order Form](#).

To complete your Order form, you will need to provide the following information:

- the name of your organization
- your first & last name
- your address (app/unit, street, city, zip)
- best contact phone number
- contact email address
- select your product from drop-down list
- how many members (recommend 1 order taker form per member)
- planned start date

We suggest only doing one fundraiser at a time. If you want to add another product to your order, after placing your order, please email info@abcfundraising.com. If ordering cases of Chocolate Bars, Lollipops, Pretzel Rods, Cotton Candy, or Hi-Chew® Please Call 1-888-212-1344 and let them know **"First Choice Fundraisers"** is your distributor.

No Payment Required for order-forms. Web Stores Have a one-time \$25 Set Up Fee.

When requesting your FREE order-taker brochures or placing your order, if you have any promo codes or questions enter this information in the *"Enter Any PROMO CODES or QUESTIONS Below"* field.

Also be Sure to type your distributor is: **FIRST CHOICE FUNDRAISERS** in this box.

If you will be having a meeting tonight, or this week, [click here](#) and scroll down to the fundraiser product you plan to campaign. Click on the blueprint **"CLICK TO SEE A LIVE WEB STORE"**. There is that option, you can do the live Web Store or the traditional order takers, or you may choose to do a hybrid campaign, where you use both the live Web Store and the order-taker brochures.

Download the product's info kit, by clicking the green **"Download Info Kit"** button, on the product you choose for your group to campaign. You will now have the information to present to your group. This is a PDF, so you can have

this on a tablet, you can have it on your phone, or you can simply print it out to present it to your group. It will provide you with all the details you need to present to your group. All the bullet points you can talk about.

Page one of the PDF shows all the bullet points you can talk about for this product.

You will see the order taker brochure so you can present that to your group, as well. That's where you write the traditional order taker details.

Look at the page that shows you a desktop view, a mobile view, and a check out page. You can print this out and share this with your group also.

Or you can also see our new Web Store by clicking on the blueprint **“CLICK TO SEE A LIVE WEB STORE”**. And remember if you have a Web Store you get awesome reports like a dashboard report; a product report; or customer report. Anything you want to download at the end of the campaign, so you know who sold what. It keeps track of everything for you. We call the Web Store, **“Your Best Fundraising Assistant Ever”**. So, there you go, it's as easy as that. Scroll to the product you want to run your campaign with. Click **“Download Info Kit”** button and of course you remembered to bookmark this page and save it as your favorites.

So, after your meeting, say it's tonight at 8:00 o'clock, you can come back here at 9:00 o'clock. Yes, if you call us, we are closed, but we always answer our phones, anywhere from 7:00 AM to 7:00 PM, when we're open. So give us a call at 1-888-212-1344 or 1-812-572-6260, or tonight just come back here, to your [digital info-kit](#) website and scroll down to the fundraiser you are planning to promote. Click **“Start this Fundraiser Now”** button.

You're going to put in your address; how many members you are; etc. In the **“Enter Any PROMO CODES or QUESTIONS Below”** box, be sure to type **“First Choice Fundraisers”** is your distributor. Then just drop us a quick email at Distributor@FirstChoiceFundraisers.com and let us know **“(Your organization's name) has placed a (theme of campaign) order”**. (ex: Shepherd Hill's Elementary has placed a cookie dough fundraiser).

Within twenty-four business hours, after placing your order, you will receive an email from **ABC Fundraising** with all the details needed for your campaign, so you can get started right away and if you requested order-taker forms, they will be mailed to you at that point also. Or you may choose to have a Web Store, or you may choose to hybrid utilizing both fundraising methods, Web Store and Order-Takers.

When you receive your email from **ABC Fundraising** drop a quick email to Distributor@FirstChoiceFundraisers.com to provide us with your webstore URL link, so we can help you get your campaign out to others who may be interested in supporting your cause and make your campaign even more profitable.

Now, let's say you're still not sure which fundraiser to do at all. On the [digital info-kit](#) download page, you can scroll to the bottom of the page and you can download the [product catalogue](#) and you can also have it mailed to you. But, keep in mind, if you have it mailed to you, it's going to take 4-5 days to receive your catalogue. This gets sent via first-class mail. So if you're not in a rush you can have this mailed to you, but if you are in a rush, just click the [digital download](#), which will be where you can download the catalogue. And just to share with you, this catalogue is kind of a brief touches upon each product. Maybe a page, or even a half a page per product. You will always get more details from the digital info, on the specific product, or from the website, then you will from the printed catalogue.

If it's Snacks you're planning to fundraise, just go to the Snacks page on the [digital info-kit](#) and you can get it all there. This will be the same for whichever product you choose to campaign. Receiving the catalogue by mail is just to have a little bit of everything.

As far as which fundraiser is right for you, if you're still not sure, here are a few tips that may help you better decide:

- The [discount card](#) is for larger groups, where you have sixty or more members, because you got to sell three hundred minimum discount cards. It does take time for us to build your card because it's completely custom. However, what a great fundraiser, because it's great for your community and it's a fundraiser, where the card lasts for an entire year, and is something you can launch year after year.
- [Scratch & Help](#). Great for small groups. So, if you're ten, twenty members this is a great fundraiser to do.
- But, the [cookie dough](#), you want to do this if your twenty-five members or more, because the minimum order is one hundred items. On both cookie dough and Auntie Anne's pretzels.

- [Face Masks](#), only twenty-five items. So that's great for small groups.
- [Popcorn](#), twenty-five items – great for small groups.
- [Auntie Anne's](#), one hundred items. Only do this if you are a large group.
- How about forty items minimum on the [Snacks](#). So, you can do that if you're a small group.
- Twenty-Five minimum for [flower bulbs](#) – great for small groups.
- Twenty-five for the [custom travel mugs](#).
- Twenty-five for the [candle fundraiser](#).
- [Zap-A-Snack](#) – Fifty. So, make sure you are thirty-five, forty members or more if you want to do that one.
- Twenty-five minimum for [coffee](#).
- [Entertainment](#) – You can order just ten entertainment cards. So, any size group.
- [Spinners](#) – You can order ten or more. So small groups are good.
- [Beef Jerky](#) – one hundred items.
- [Chocolate bars](#) – You just order by the case and those you purchase up front.
- Same thing with [pretzel rods](#) – You order by the case and order up front.
- [Lollipops](#) – order by the case and order up front.
- [Cotton candy](#) – order by the case and order up front.
- [Gummy Bears](#) – order by the case and order up front.
- [Candy](#) – order by the case and order up front.
- We call the products ordered by the case, “cash & carry.” You pay up front and we ship it to you.
- Same thing with the [pizza card](#) fundraiser.
- [Holiday](#), which is a seasonal fundraiser – this one, fifty minimum on the holiday fundraiser. So, make sure you can sell a lot and you are a bigger group.
- [Custom Apparel](#) – low minimum order of just 50 items
- [Fire Safety](#)

We're open Monday through Friday. We answer our phones 1-888-212-1344 or 1-812-572-6260. So, call us. We're here to help. We'll walk you through everything.

Yes, we're in a digital world, so having this digital page is definitely very helpful for our groups, but if you have questions, is there anything that you are not sure of, don't be shy. We love talking to our customers and helping them every step of the way.

We look forward to working with you. We look forward to being your fundraising go-to, for years and years to come, especially with our Web Stores. Because when you have a Web Store with us, that's your Web Store. You own it. So, you can call us anytime and launch any one of our fundraisers with a quick phone call and you're up and running the same day.

So, from **First Choice Fundraisers & ABC Fundraising**, we look forward to working with you and helping you guys with your fundraisers and watching you have great success.

Sincerely,

First Choice Fundraisers

FirstChoiceFundraisers.com

Phone: 888-212-1344 or 812-572-6260

Email: Distributor@FirstChoiceFundraisers.com