



How to run your fundraiser

Everything your group has to do, in order. Most of it is sharing a link.

If you only read one thing: send the first text message, send the last-call message, and send the thank you with the real number in it. Those three do most of the work.

Before you start

Fill these in and keep this page handy

Yours

Your group	<u>[GROUP]</u>
What you are raising for	<u>[CAUSE]</u>
Your order link	<u>[LINK]</u>
Your goal	<u>[NUMBER]</u> books
Orders close	<u>[DATE]</u>
Your group earns per book	<u>[\$]</u>

The five steps

- 1 Answer five questions about your group.**
What you do, what equipment you use, what people wear or carry, where it happens, what you celebrate. Fifteen minutes. Concrete and physical beats clever: a cone, a badge, a tree by the field.
- 2 Look at your book and say yes.**
We send you the whole thing before anything is printed. Tell us what is wrong. That is what this stage is for.
- 3 Share the link with your families.**
We hand you the text messages, emails and social posts already written. You fill in nothing. Two to three weeks is the right window.
- 4 Send the last-call message.**
Most groups skip it. About a third of all orders land in the final 48 hours.
- 5 Books arrive. Hand them out and say thank you.**
We send you a results sheet with the real number on it. Forward it. That is what makes next year easy.

Week by week

When	What you send
Day 1	The text message, then the email the same day. The text goes to people who already say yes to you, so it converts best
Day 2	The social post, with a photo of the cover. Nothing else converts as well as the real cover with your name on it
Halfway	The midway reminder, with how many books so far
Last 48 hours	The last-call message. Do not skip this one
Within a week of closing	The thank you, with the amount raised

What we handle

- Drawing and writing the whole book
- Printing every copy
- All the words you send out
- Shipping, to you or to each buyer
- Counting the orders
- Your results sheet

Getting the money in

Collect from your families however is easiest. Cash, checks, Venmo, whatever your group already uses. **You pay us once, electronically, at the end.**

Checks	Deposit from your phone the day you get them. Sign the back, open your bank’s app, find Deposit, photograph front and back
Cash	Log it on the order sheet against the family’s name, then bank it with the next deposit
Venmo, Zelle, Cash App	Straight into the group account. Nothing to do

When your window closes we send one secure link that pulls the total from your group’s bank account, the way a utility bill does. No card, no fee to you, nothing to mail.

Pay from the group’s account, not a personal one, and get the deposits in before the window closes. The transfer takes a few business days and we order your books once it clears.

Three things that go wrong, and how not to

Telling people the group keeps all the money

It does not, and someone will ask. Say the real number: your group earns **[\$]** on every book. It is a good number. Use it.

Saying the pages were drawn by your members

They were not. We draw them from what you tell us. Groups that blur this have to walk it back, and it is embarrassing. Say **curated and inspired by** your group.

Going quiet in week two

People who meant to order and forgot will not come back on their own. The midway reminder exists for exactly them.

If something goes wrong

Tell us fast. This is a new thing and something will go sideways at some point. We would much rather hear it the day it happens than read about it afterwards.

You are one of our first three groups. Tell us what was confusing, what took too long, and what you would not do again. That is the whole reason you are getting our full attention, and it is worth more to us than the sale.