



# ONLINE FUNDRAISING ROADMAP

 **Your roadmap to fundraising success!**

**START**



**1 SET UP**  
Set goals, activate your online store, and register sellers.

Customers spend **60% MORE** online than with paper order forms.



**HIGHER SELLER AVERAGES**  
Groups who ran a paper and online fundraiser **increased** their sales by **63%**.

**2 KICK-OFF**  
Hold an in-person or virtual kick-off event. Present fundraiser information and helpful seller tools.



**NEW** virtual kick-off video!

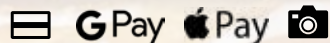


**3 PROMOTE & SELL**  
Share online store link with supporters via social media, email, or text! Motivate and encourage sellers to meet their goal.



**Money collection is a breeze.**

Supporters can order and pay online using their card or mobile wallet.



Share your fundraiser **ONLINE!**

**4 PICK UP & DELIVER**  
Schedule seller pick up. Deliver the orders to your supporters.



Collect your **PROFITS!**

