



STEPS FOR A SUCCESSFUL ONLINE SALE

Sponsoring a profitable online-only, "ship to home" fundraiser is easy!

#1 PLAN FOR YOUR SALE:

1. Agree on the details of your sale with your Great Western Sports Representative.
2. Decide on a communication method for your sale. (ex: team/group email list and/or groups member cell phone lists.) It is very important to reach all your players with the instructions for registering online.
3. Set your dates for your store to be open. "Grand Opening Date" and "End of Sale Date."
4. Fill in dates for your Communication Plan.
* See instructions for sending notices/letters (below).

#2 YOUR COMMUNICATION PLAN:

We'll provide you with instructions and notices to send to your team/group to promote sales and participation.

_____ "Coming Soon" Notice: (2 days before start date)

_____ "Sale Start" Letter: (on start date)

_____ "Mid Sale" Notice: (3 days after start date)

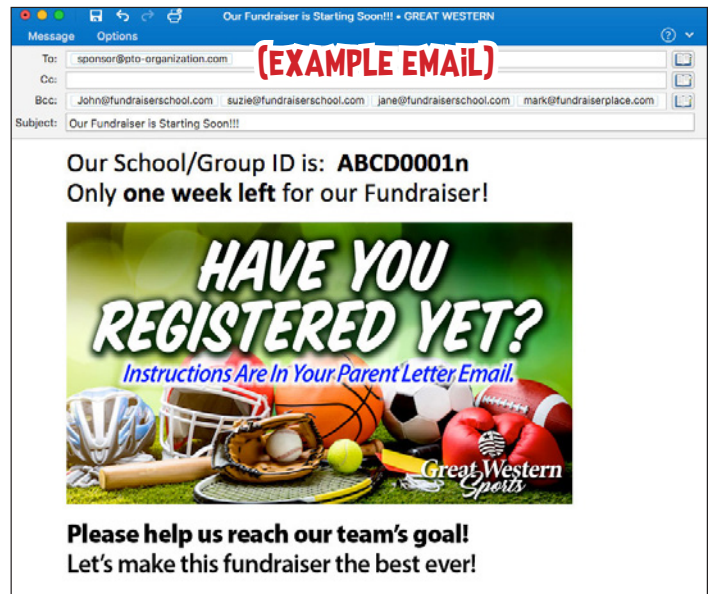
_____ "Mid Sale" Notice: (7 days after start date)

_____ "End of Sale" Notice: (3 days before end date)

#3 SENDING NOTICES + LETTERS:

Here's how to send your group emails using our templates.

1. Gather your email list of members.
2. Create your email.
 - a. Open the Support Material Portal by clicking this link:
>> GWRCFUNDRAISING.COM/SUPPORT-MATERIALS
 - b. Click on the image that matches the email stage you're in. Right-click on this image and choose "copy image." Then "paste" this image into the body of your email.
 - c. Include your sale **Start/End Date** and **School/Group ID** in bold letters ABOVE the image in your email – see example email.
** This is very important for the Sale Start Email as your School/Group ID is needed for online student registration.
 - d. You can also add additional info such as the purpose for your sale and a contact email address should parents have questions.
3. Post info on your school/group's website and social media.



Our online platform is optimized for computer, tablet or smartphone use, allowing your groups to register, track sales and purchase goods online.

TEAM REGISTRATION IS EASY!

Your Kick-Off Letter will contain these simple instructions for players/families to register for online web store.

1. Visit REGISTER.GWRCFUNDRAISING.COM
2. Enter your SCHOOL/GROUP ID and follow the simple instructions to complete registration. (3-5 minute process)
3. When registration is complete, you'll receive an EMAIL & TEXT to forward to family & friends. Be sure to share via social media by clicking the icons and don't forget to add pictures!
4. Families can monitor their sale's progress online and continue to email and text their supporters throughout the sale.