

Group Leader E-fundraising Guide



**THANK YOU SO MUCH FOR SIGNING UP FOR
OUR E-FUNDRAISER.**

**This is your step- by- step guide to being a successful
Group Leader with our new E-Commerce platform.**



E-fundraising Overview



**Thanks so much for signing your group up for an E-fundraiser.
Here are the upcoming phases of your fundraiser:**

Pre-Sale

1. Create your Group Leader login and password
2. Invite Participants

Sale

3. Sell, Sell, Sell!

Post-Sale

4. Finalize and Submit Order
5. Prepare for delivery
6. Delivery day!
7. Payment

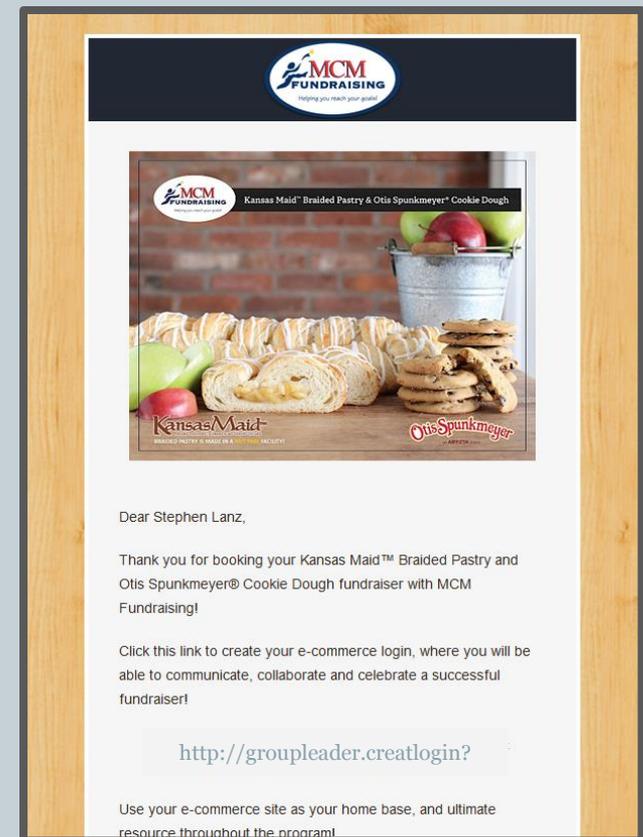


Step 1: Create your Group Leader Account



Once you've booked your fundraiser, MCM will create a profile for you with all the products being sold, your group's basic information, and the timeline for your fundraiser.

- We will send a link to your email address for you to create your Group Leader account.
 - You will create a user name and password that you'll use for the duration of the fundraiser
 - Your Group Leader dashboard will be unique to your specific fundraiser and act as your "home base" throughout the program!
- Once you've created your account, we encourage you to login at <https://my.mcmfundraising.com/> and familiarize yourself with the dashboard and it's customizable features!



Sample Group Leader Dashboard

You can always access your group leader dashboard by logging in at <https://my.mcmfundraising.com/>

Welcome MCM | Logout

Delivery 1/26

Kansas Maid Braided Pastry and Lyman Orchards Crisp

Hockanum Valley | We need your help in supporting this amazing Charity and assisting those in need. Thanks so much!

Fundraiser Start: 01/12 Submit Order By: 01/23/2018
End: 01/22

Group Leader Dashboard

- We can customize your group logo!

Goal: \$500

\$146

Top Sellers

Seller	Products Sold
Janis Moser	23
Mark Lanz	7
Sara Grasso	6

Incentives

Units to Sell	Prize	Earned So Far
3	Emoji Pencil	4
6	Emoji Hacky Sack	3
12	Fidget Spinner	1
20	Selfie Stick	1
35	\$15 Itunes Gift Card	0
100	\$100 Gift Card	0

To Next Profit Level

Product Line	Items to Go
Kansas Maid™ Braided Pastry	56 items to go!
Lyman Orchards® Crisp	56 items to go!
Sun Coffee Roasters	Max profit level!

Participant Account Creation URL

<https://my.mcmfundraising.com/participantsetup/53ecc6d31cccee7e2e80c90f00620702ac7233b7ff7484a38d07aa7b617b4e8> COPY

Step 2: Invite Fundraising Participants

- Under our “Participants” tab on your dashboard, use your PTO or school email contacts to invite your students/families to participate in the fundraiser.

- Before starting your fundraiser, send out a paper notification letting participants know to keep an eye out for important program information coming to their email.

WAYS TO ADD PARTICIPANTS:

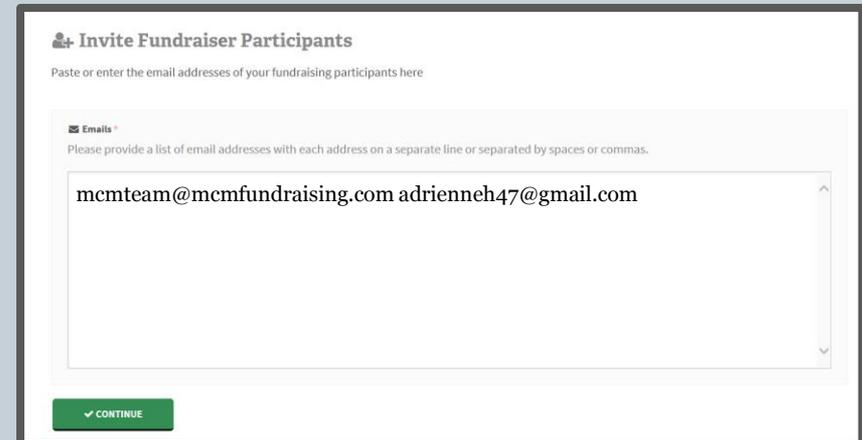
Option 1: Click the [Add Participants](#) tab under your group leader dashboard. You can either add them manually, or copy and paste them from a list.

Option 2: Share your <https://my.mcmfundraising.com/> email and password with either your Principal or Secretary and have them login under your Group Leader account. They can then add all of the participant emails.

Option 3: Reach out to the Principal or Secretary for a list of parent emails if you don't already have access to it. By adding the Principal / Secretary as a participant, they will receive the e-mail invitation that can be sent out to the entire group. *This option, however, will not allow our system to automatically send out e-mail reminders throughout the program.



The screenshot shows the MCM fundraising dashboard. On the left is a navigation menu with 'DASHBOARD' and 'PARTICIPANTS' (highlighted). The main content area features a fundraiser banner for 'Kansas Maid Braided Pastry and Lynn Orchards Crisp' with a 'PARTICIPANTS' button. Below the banner is a green button labeled 'ADD FUNDRAISER PARTICIPANTS' with a white arrow pointing to it.



The screenshot shows the 'Invite Fundraiser Participants' form. It has a title 'Invite Fundraiser Participants' and a subtitle 'Paste or enter the email addresses of your fundraising participants here'. Below this is a text area with a placeholder 'Emails *' and instructions: 'Please provide a list of email addresses with each address on a separate line or separated by spaces or commas.' The text area contains the email addresses 'mcmteam@mcmfundraising.com adrienneh47@gmail.com'. At the bottom is a green 'CONTINUE' button.

Participant



- Once your program starts, you can also use the “participants” tab to see who has registered and is participating
- This will be an indicator of your percentage of participation. You will know whether or not you have to further encourage your group members to get involved in the program and boost those sales!

Participants

[+ ADD FUNDRAISER PARTICIPANTS](#)

Registered	Email	First Name	Last Name	Phone	Sales	
✓	smoser@mcmfundraising.com	Steve	Moser	8606700495	3	
✓	lindseygrasso@yahoo.com	Lindsey	Grasso	8608744358		
✓	adrienneh47@gmail.com	Adrienne	Hughes	8609445591	0	
✓	marklanz@juno.com	Mark	Lanz	8602145306	7	
✓	kevensara95@yahoo.com	Sara	Grasso	8608746596	6	
✓	jkmoser@gmail.com	Janis	Moser	8603242520	23	
✓	keith@integrityfundraising.com	Keith	Wagner	3036881780	0	

Acting as Group Leader AND a Participant



- You've taken on the role of Group Leader for your fundraiser, but you'd also like to participate as a seller?

We've created a "toggle" feature to allow you to switch back and fourth between your Group Leader dashboard and your Participant mode!

The screenshot displays a fundraising dashboard for an event titled "MCM FINAL TEST | Raise some dough with our dough". The interface includes a dark sidebar menu with the following options: DASHBOARD, PARTICIPANTS, TALLY SHEET, SETTINGS, and FAQ. Below these is a "SWITCHROLE" section with a toggle switch currently set to "Group Leader" (indicated by a filled circle) and "Participant" (indicated by an empty circle). A red oval highlights this toggle switch. The main content area shows a progress gauge with a goal of \$425 and a current amount of \$0. Below the gauge is an "Incentives" section with a table header containing "Units to Sell" and "Prize".

Participant Store Front

Once the participant has created their account, they will have a digital “storefront” which is where buyers will shop and support the fundraiser!
The storefront link can be emailed, texted and posted straight to social media!



Kansas Maid™ Braided Pastry and Otis Spunkmeyer® Cookie Dough

Your purchase supports:
Adrienne Hughes

Please help the MCM Marching Band travel to our competition in Virginia! We couldn't do it without you! Thanks for your support!

Kansas Maid™ Braided Pastry
See more about these great products!

★ These delicious Kansas Maid™ Braided Pastry products come frozen and will be personally delivered to you by Adrienne. These products are local delivery only! Don't live in the area? See our non-frozen shippable products.

- Strawberry Cream Cheese Braid** (FROZEN)
Sweet strawberries blended with a soft cream cheese filling gives this pastry a rich flavor.
\$13.00
Will be personally delivered by Adrienne
- Apple Braid** (FROZEN)
Chunks of apple mixed with a classic apple pie glaze.
\$13.00
Will be personally delivered by Adrienne
- Raspberry Braid** (FROZEN)
Sweet meets tart in this delicious pastry. Top with icing to create the
- Cinnamon Braid** (FROZEN)
Loads of cinnamon flavor nestled between light flaky pastry. Drizzled icing on top makes this the ultimate pastry delight.
\$13.00
Will be personally delivered by Adrienne
- Cream Cheese Braid** (FROZEN)
Smooth and creamy best describe this timeless pastry.
\$13.00
Will be personally delivered by Adrienne
- Caramel Rolls** (FROZEN)
Enjoy warm soft gift from the oven! Classic caramel roll topped with

Adrienne's Goal
Sell 8 Products
0

Group Goal
Raise \$425.00
\$108

★ Recent Orders
No Orders Yet

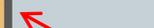
Add personal photo so that buyers recognize who they're supporting right away!



Under the “customize” tab of the participant dashboard, sellers can write personal messages about their purpose and goal!



Buyers on the E-fundraiser storefront can see how many more items are needed to hit both the seller's individual goal, and the overall group goal. This will stay updated as purchases are made throughout the program!

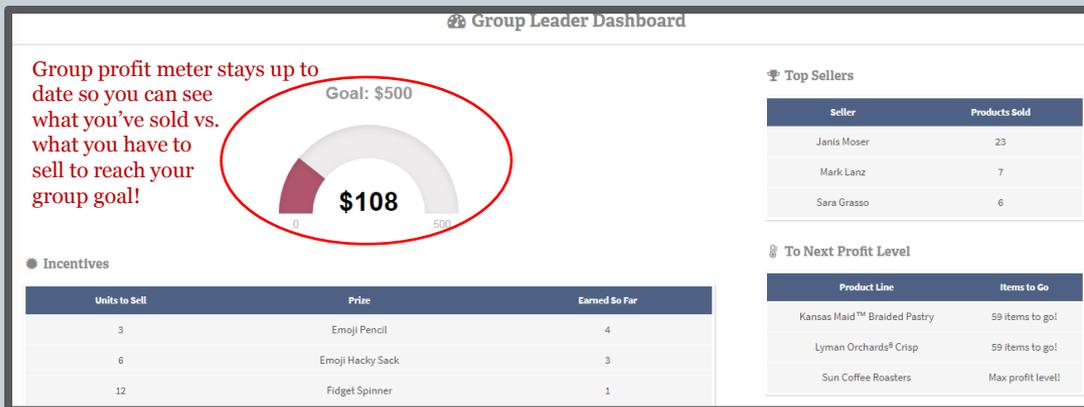


The storefront also shows who has Recently purchased from the fundraiser. This should spark a little healthy competition, and motivate friends and family members to make a purchase!

Step 3: Sell, Sell, Sell!



- While your participants are selling, they will be receiving automated messages from our e-fundraiser reminding them how much time is left for selling. This will keep them motivated and focused.
 - We will also be sending out registration reminders to people who have been invited to participate in the program, but have not yet signed up!
- Use E-fundraising to **stay on the offensive!** Keep your eye on your sales, and let people know if you aren't on track to reach your goal!
 - Encourage the Principal or other leaders to make announcements about participation
 - Offer incentives for those who participate the most and have the highest sales
 - Encourage participants to forward their storefront to family and friends, and then have THEM forward it on as well! Use the digital platform to reach a larger audience!



← Top Sellers appear on your group dashboard so you can see who's selling the most and who needs to step up!

← You can always see how many items away your next profit jump is. We want you to reach the highest profit for your fundraising efforts!

Step 5: Finalizing and Submitting your Order



- When the selling period has ended, all of your group's online orders will be accessible under our digital "Tally Sheet" tab.
 - The tally sheet breaks down orders by seller, their individual profit, and calculates amount owed and total profit for you!

		Strawberry Cream Cheese Braid	Cinnamon Braid	Apple Braid	Cream Cheese Braid	Raspberry Braid	Caramel Rolls	Cinnamon Rolls	Italian Herb Bread	Kaiser Roll w/ braided Pracy Total Dough	Chocolate Chip Cookie Dough	Carnival Cookie Dough	Oatmeal Raisin Cookie Dough	Peanut Butter Cookie Dough	White Chocolate Mac. Nut Cookie Dough	Oats Spunkmeyer Cook. Dough Total	Sant Coffee Raisers 4 pack Total	Total Products	Enjoy! Stickers	3' Enjoy! Squeeze Ball	Enjoy! Drematung Backpack	Enjoy! Plush Hat	Enjoy! Inflatable Chair	\$100 Gift Card	Online Purchases	Offline Payments to be Collected	Offline Payment Collected	Balance	Profit	
Adrienne Hughes	Online Orders																								\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00	
	Offline Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
Janis Moser	Online Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
	Offline Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
Mark Lanz	Online Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
	Offline Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
Steve Moser	Online Orders	14	11	0	7	0	0	0	0	32	0	0	0	0	0	0	0	35							\$416.00	\$51.00	<input type="text"/>	\$-51.00	\$108.00	
	Offline Orders													3	3											\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
bbteam@mcmfund...	Online Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
	Offline Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
ncmteam@mcmfun...	Online Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
	Offline Orders																									\$0.00	\$0.00	<input type="text"/>	\$0.00	\$0.00
		14	11	0	7	0	0	0	0	32	0	0	0	0	3	3	0	0	35	1	1	1	1	1	0	\$416.00	\$51.00	\$0.00	\$-51.00	\$108.00

Combining E-fundraising with Paper Orders



- If your group chose to complete the fundraiser both online and manually on paper, you enter all of your paper orders to your tally sheet, so that there is one final tally with all orders included!

Orders	1	3	4	2	2	5	5	7	25
Online Orders									
Offline Orders									

ADD PARTICIPANT

Your Group's Profit Per Item

Kansas Maid™ Braided Pastry:

Lyman Orchards® Crisp:

Sun Coffee Roasters:

- You can enter the offline totals of each product in the boxes provided. If you need to add a participant while entering data you can use the “Add Participant” button at the bottom of the tally sheet page. You will add the orders seller by seller. The tally sheet will continue to calculate the total profit of each seller and overall group profit!

Step 6: Getting Ready for Delivery



- On the Group Leader dashboard you will find the “Download/print Order Forms for delivery” and “Download/print Tally Sheet” buttons.

The screenshot shows the 'Incentives' section of a dashboard. It features a table with three columns: 'Units to Sell', 'Prize', and 'Earned So Far'. Below the table, there is a 'Participant Account Creation URL' with a 'COPY' button. At the bottom, there are two sections: 'Participant Delivery Forms' and 'Tally Sheet', each with a 'DOWNLOAD/PRINT' button. Red circles highlight these two sections.

Units to Sell	Prize	Earned So Far
3	Emoji Stickers	0
6	3" Emoji Squeeze Ball	0
12	Emoji Drawstring Backpack	0
20	Emoji Plush Hat	0
35	Emoji Inflatable Chair	0
100	\$100 Gift Card	0

Participant Account Creation URL: <https://my.mcmfundraising.com/participantsetup/76744f2486e22fe6d52964a7ec711b638c47026304b60867711e8fb922d3b931> COPY

Participant Delivery Forms DOWNLOAD/PRINT ORDER FORMS FOR DELIVERY

Tally Sheet DOWNLOAD/PRINT TALLY SHEET

- You will need to print all participant order forms to use for organizing and packing your orders at delivery. These will have each individual seller’s orders broken down by item.
- The tally sheet will also be used when you sign off on your delivery with our MCM driver.

- We will be sending automated emails to participants both the day before and the day of delivery so that you don’t have to. Those emails will include details and tips so that the product makes it from you to the buyer successfully!

Step 7: Delivery Day!

Congratulations! You have completed your fundraiser



- Have a spot picked out to place the product to sort orders. Tables work well for your pastry delivery.
- Make sure you have your tally sheet and your order forms.
- Be available a 1/2 hour prior to your scheduled delivery time.
- Make sure YOU are available to sign for the delivery.
 - You will use your printed tally sheet to confirm and sign for the order with the driver
- Please allow driver to bring all items in before distributing.
- Kansas Maid™ Frozen Pastry can be out of the freezer for 2-4 hours. Otis Spunkmeyer® cookie dough may be out of freezer for no more than 4 to 6 hours. Lyman Orchard® Pies or Crisps can be out of the freezer for 6-8 hours.
- Please remind parents that the product must be placed in the FREEZER immediately after pick up.
- No returns after delivery.



How Payment works with E-Fundraising



- You are now finished with your fundraiser. Once you have inputted all the paper order form orders into the tally sheet, it will calculate the amount owed to MCM vs. profit.
- All of the money collected online will be sent to us. All of the money collected via cash and check via paper order forms will be paid to your organization.
- If you have collected more orders online, then we will owe you a profit check; If you have collected more orders via paper order forms, then you will owe us a check at delivery. The total will be on the bottom of the tally sheet. It will indicate whether MCM owes you a balance, or if you still owe MCM.

Step 8: Enjoy all of your Hard Work!



- Take the time to enjoy the result of your hard work!
- We hope your group met their goal, and that you had some fun along the way!
- You, the Group Leader play a pivotal role in the success of your fundraiser, so THANKS, and congrats!
- As always, we hope to help you with your future fundraising needs, and thank you so much for choosing MCM Fundraising!

Still Stumped?



- Check out our Frequently Asked Question page below:

<https://my.mcmfundraising.com/groupleader/faq/>

- If you still have questions, **we are always here to help!** Call our office at (860) 375-8138, or send us an e-mail at MCMteam@mcmfundraising.com