



GIFT CARD COMMUNITY FUNDRAISING



ORGANIZER OPERATIONS GUIDE

Thanks for choosing Co-op for your fundraiser! We're proud to give back to our community and help you reach your fundraising goals.

We've created this guide to support you, the organizer, conduct a successful fundraising campaign.

How it works:

1. After your fundraiser application is approved, Co-op will give you a handy Fundraising Package (detailed below).
2. Take up to **four weeks** to pre-sell gift cards and collect funds.
3. After four weeks, bring your completed **Sales Summary Form** to your Co-op, along with a cheque for your total order minus your discounted percentage. **The cheque must be from your organization.** Personal cheques, cash and credit cards are not accepted.
4. Fill out a short Completion Survey to help us improve our fundraising program.
5. We'll provide you with your gift cards and thank-you letters up to one week after receiving your completed survey.
6. Distribute your gift cards and letters to the purchasers.
7. Anyone purchasing gift cards is invited to complete a questionnaire and win a prize.

WE'VE GOT SOME GREAT CUSTOMIZABLE TOOLS TO SUPPORT YOUR TEAM'S SELLING. CHECK OUT THE PROMOTION SUGGESTIONS SECTION.

WE'VE INCLUDED AN EXAMPLE IN THIS PACKAGE SO YOU'LL KNOW WHAT TO EXPECT.

SUGGESTED TIMELINE

WEEK	DATE	✓	TASK
Week 1			Receive Fundraising Package from Co-op
			Prepare cover letters for parents/guardians
			Prepare seller forms
			Cover letter and forms are sent home
Week 2			Sell, sell, sell!
Week 3			Collect completed forms & funds
			Your committee meets to process orders/forms/funds
Week 4			Bring your final cheque and Sales Summary Form to Co-op
			Distribute gift cards to your supporters

FUNDRAISING PACKAGE

The following materials are provided by Co-op to help your fundraiser succeed:

- Organizer Operations Guide
- Fundraising Seller Sales Forms
- Fundraising Sales Summary Form
- Useful Information for Gift Card Sellers Sheets
- Thank-you letters to go with gift cards
- Social Media Plan and Kit
- Example of Completion Survey

RESPONSIBILITIES

Your Co-op will undertake the following:

- Provide the organizer with the Fundraising Package, including forms needed for sales and tracking
- Review timelines for fundraising and payment with the organizer
- Issue a Completion Survey promptly upon receiving your Sales Summary Form and cheque
- Ensure gift cards are ready for group one week after Sales Summary Form and payment has been received (and Completion Survey submitted)
- Answer your questions relating to the program

You will undertake the following:

- Maintain a single point of contact for Co-op and keep in contact
 - The contact person identified in the application will be the single point of contact for the program and will be the only authorized representative for discussing fundraising specifics after approval.
- Obtain, copy and distribute sales forms to your group
- Positively represent Co-op as your fundraising partner
- Collect forms and payment from your group after fundraising
- Complete the Sales Summary Form along with one cheque payable to your Co-op for of final gift card sales. A cheque payable to your Co-op must be included with the gift card's Sales Summary Form when handed in.
- Fill out Co-op's Completion Survey
- Distribute gift cards in timely manner

PROMOTION SUGGESTIONS

You and your team are the greatest driver of your fundraising success. To help you promote your fundraiser, Co-op has developed tools to support you. Here are some tips for a successful fundraiser:

- Use the Social Media Plan and Kit provided to spread the word about your group's fundraiser.
- Ensure your sellers know the amount of donation that will be returned to your group from someone's purchase.
- Work with your Co-op to customize Seller Forms with your group's information.

FUNDRAISING DISCOUNT

- Groups can participate in the Gift Card Fundraising Program once per fiscal year.
- Co-op reserves the right to set limits on how much a group can sell.
- Groups will receive a percentage discount off the total amount of gift cards sold/purchased at one time.
- The minimum order for gift cards is \$2,000 total per fundraiser.
- The group must provide payment in the form of a cheque from the organization. Personal cheques, cash and credit cards are not accepted.

GENERAL

- Co-op equity is not earned on any fundraising gift card orders.
- Gift cards are available in amounts of \$25, \$50 and \$100. Customers can use the gift card in any participating Co-op store in Western Canada.

Terms and conditions of the gift cards

Use of gift cards is subject to the terms and conditions expressed on the back of each card. Gift cards will be used for everyday consumer goods at time of purchase, e.g. food, pharmacy, pump gas, hardware and lumber purchases. Gift cards cannot be used for payment on accounts, bulk fuel, card lock, crop protection, fertilizer, grain bins, livestock equipment, bulk feed, home renovations, liquor, gift cards or estimated and quoted purchases (decks, garages, flooring, etc.).

Gift card loss, theft or return

- Co-op will not be held responsible for lost or stolen cards.
- Purchased cards are not returnable and cannot be traded for cards of a different denomination.