

## FAQ

### **What is KindFundraising.com?**

Simply put, it is an online fundraiser.

### **What will Kind Fundraising do for *my* group?**

- Kind Fundraising will coordinate an online fundraising event specifically for your group - conducted completely online!
- Kind Fundraising will provide a web page for your organization (easily controlled by the contact person) as well as a personal web page for each member of your organization that chooses to participate in your online fundraising event. If you choose to allow them, a photo may be uploaded and the messages personalized so your sellers can customize their page.
- Kind Fundraising will provide a customized email link for you to send to your sellers as well as one for your sellers to send to all potential supporters and shoppers.
- Kind Fundraising will provide reports (available online 24/7 for your review) tracking your fundraising progress as well as your sellers progress.
- Kind Fundraising will process the orders and payments received for your group during your fundraising event. Kind Fundraising ships the products directly to the buyers and sends you the "profit" by check within 2 weeks of your fundraising event's closing date.

### **What is an "Online Fundraising Event"?**

A fundraising event is an online fundraiser sale or campaign that has specific dates assigned to it, and contains details about the fundraiser. Those details should include why you are raising money, what your goal is and how the funds will be used. These are important facts that will help your online fundraising event be successful and will help you reach your financial goal.

### **How do we determine the dates for our fundraiser?**

Determine the dates by deciding when you need the money. It's best to allow your online fundraising event to last for a month. Starting the first of the month and ending on the last day. It's easy to promote and allows your sellers and supporters sufficient time to respond. But it is totally up to you! No matter when you choose to have a fundraising event, you should send reminders out once a week during the online fundraising event!

### **How long does it take to set up?**

We can have you up and running on the same day in most cases. We recommend that you allow time to become familiar with the site, get any questions answered and generate excitement about your online fundraising event before you actually kick off the event. So, that means if you have time to plan, call about two weeks before you'd like to start your event. If you're in a hurry, call and get it going right away.

### **How much does it cost?**

Nothing! YOU MAKE MONEY! There is no set up fee or maintenance fee. Once we establish you as an organized group in need of fundraising, we will set up your online fundraiser. Your group will earn a profit from the items sold through your group, during your online fundraising event. You'll receive the money, by check, about 2 weeks after your event ends.

### **What percentage does our group profit?**

Your profit level is determined by sales volume. The more your group sells, the higher your profit percentage. The average group member who sends out 10 emails will receive at least 3 to 4 orders. Motivated groups usually do better. *You will earn a significant amount of money!*

**1-800-995-9394**



## **What will we be selling?**

You'll be selling from an online catalog that has great items, priced right. Whenever possible the products will be eco-friendly with limited packaging. The items include, but are not limited to: gourmet food items, jewelry, nuts, decorative and collegiate flags. The items are priced from \$6.00 to \$40.00. There is also a "Simply Support" option for those who want to support but don't want to shop!

## **What makes KindFundraising.com a "Green" Fundraiser?**

Kind Fundraising is done completely online, eliminating the brochures and catalogs that have such a short life span and end up in a landfill very quickly! But that's just the beginning! Currently and whenever possible, we sell products that are kind to our earth and products that promote eco-friendly habits. Products like reusable tote bags and products that are recycled and offer limited packaging. Eventually, all of our products will be eco-friendly. We are always looking for new "green" products, ideas and suggestions!

## **Can I see a sample site?**

Absolutely, visit [kindfundraising.com](http://kindfundraising.com) and click on "Sample Site"

## **How Do I Get Started?**

First you must let us know that you want to conduct an online fundraising event. Once set up, you'll receive an email from us with the link for your sellers. You should forward the email to all of your group members and encourage them to invite everyone they know to support your fundraising event. You can call 1-800-995-9394 to fill out "Getting Started" form and we'll get you fundraising online!

## **What types of groups are successful with Kind Fundraising?**

Any organized group!

- High Schools, Clubs and Teams
- Cheer, Dance and Gymnastic Groups
- Sports Leagues & Travel Teams
- Music Programs, Band, Chorus and Orchestra
- Awareness groups fundraising for charities such as Relay for Life etc.

## **What if I need to organize a group to help me raise money?**

From time to time groups have become organized for the sole purpose of raising funds, usually due to an unforeseen situation such as an illness or a financial burden. Call and let us determine if we are able to help.

**Kind Fundraising  
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Fayetteville, GA  
(800) 995-9394**

**[info@kindfundraising.com](mailto:info@kindfundraising.com)**

**Normal business hours are M-F 9:00 to 5:00 ET**