

Online Fundraiser Checklist

Fundraisers can be an important and very rewarding part of your Community Bookseller business! Online fundraisers are easy to set up and convenient for schools and organizations to share with their community members and supporters. Use this checklist to prepare for your next online fundraiser.

Before the Event
<input type="radio"/> Identify the main point of contact for the school or organization that will host
<input type="radio"/> Offer the event host a percentage of sales in cash earnings. You earn 30% commission on event orders and should offer a portion of those earnings (10-15% recommended)
<input type="radio"/> Agree upon the duration of the event and the last date to order
<input type="radio"/> Create a new event in the Barefoot Books Event system <ul style="list-style-type: none"> ● Event Location: 'Online' ● Set yourself as host using a customer account with a different email than the one you use for your Community Bookseller account. Listing yourself as host allows you to spend any Barefoot Bucks earned through the event link. When paying an event host in cash, you may retain these as part of your compensation. ● After you click the Submit button, you will see the event listed under My Events. You can find the unique event link either by clicking the "link" or "view" icons
<input type="radio"/> Create promotional materials to provide to the host or to send directly. Options include: <ul style="list-style-type: none"> ● Create a flier introducing Barefoot Books with the name of the organization, the dates of the fundraiser and the event link ● Offer to create an email that features items that you recommend. Include a few sentences about why these books meet the needs of the specific organization hosting the event and its community. ● Write a sample post for the school or organization to send out by social media with the event link. Ask that you be tagged on these messages
During the Event
<input type="radio"/> Set up a small sample display at the school or organization with ordering instructions and/or fliers (optional)
<input type="radio"/> Create a series of reminder messages encouraging people to click through the event link <ul style="list-style-type: none"> ● Suggested: 1 message per week; 2 messages in the final week ● Not every link needs to be a shopping link. Point out the Barefoot Blog and any ongoing promotions such as the Summer Reading Program. Invite people to create a Barefoot Books customer account to receive news, special offers and digital resources

Log in to your Community Bookseller account daily and visit My Reports > Order Details to see if any new orders have been submitted

Provide regular (at least weekly) reports to the host point of contact with ongoing event sales totals

After the Event

Create a final event sales report for the host. Minimally, this report should include the total event sales and the amount of cash earned. A breakdown of orders can be exported from My Reports > Order Details if needed

Send thank you emails to all event customers who have provided their contact information (you will not be able to see contact information for customers who choose to order online as guests).

Send a thank you note with payment to the event host

- Be sure to ask if they are interested in holding another fundraiser next year!
- Remember that this expense is tax-deductible for your business. Keep a record of the payment and/or ask the recipient to confirm it was received in writing