

# How to Manage Your Team's Digital Fundraiser



## Coaches Guide

The Orange Guy powered by LAUNCH



VIDEO TUTORIAL

### How to Log into Launch

- Click on app on phone/tablet or by log into launch.fund with your username and password

### Orders

#### How to Take an Order via Credit or Debit Card

- Debit or credit card transactions can only be placed by sharing your fundraising link with your customer and customer placing their order on their device.

- From Student's or Coaches Launch app scroll to 'Orders' Section and click Share
- Select share type

#### Link Share Options

- Send link from your email
- Post link to your social media accounts
- Text link from your cell phone
- Open camera app on another phone, over over qr code and click on link that appears

- Customer clicks on fundraising link from their device
- Customer Selects Items, Enters Customer Details, types in credit or debit card details
- Customer clicks

- A 5% debit/credit card processing fee added to total charge on all debit/credit card transactions.
- Customer's receipt will be emailed to them.



#### How to Take an Order via Cash or Check

- Cash or Check orders can only be made logged into Student or Coaches app on their smartphone.

- From app click
- Select items and click Check Out
- Enter Customer Information
- Select 'Cash' / 'Check' & 'Paid' / 'Not Paid'
- Click

#### View, Edit and Update an Existing Order

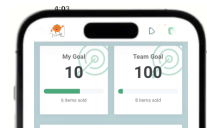
- Click on
- Click 'Show Advanced Filters' to find a specific order (by order #, customer name, etc.) or group of orders (by student, not paid, not delivered, etc.)
- Click on individual order to edit order (customer information, order quantity paid status, delivered status, etc.)

| Order # | Student        | Customer | Date     | Item    | Quantity  | Status | Payment Method | Total Price |
|---------|----------------|----------|----------|---------|-----------|--------|----------------|-------------|
| 2520719 | Heidi Pappas   | Adrian   | 1/8/2024 | 2 items | DELIVERED | Cash   | \$80.00        |             |
| 2520721 | Heidi Pappas   | Evan     | 1/8/2024 | 2 items | DELIVERED | Check  | \$80.00        |             |
| 2521015 | Travis McNamee | U/Philo  | 1/8/2024 | 2 items | DELIVERED | Cash   | \$80.00        |             |

### Goals

#### Track Individual and Team Progress in Real Time

- Quickly see how well you and your team are doing to reach fundraising goal



Setting clear goals for your team is critical to your fundraisers success.

Don't be afraid to be a little ambitious with your goal. You will be surprised how Students respond.

Got Questions? Email [kristin@theorangeguy.com](mailto:kristin@theorangeguy.com)

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(continued)



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### Communication

#### Send SMS (text) to Students/Coaches

- Click on **Send SMS** to communicate with Students and/or Coaches
- Select your Audience from drop down
- Choose templated message or create your own message
- Review and Send!

\*\*Text messages will not be sent between 10:00pm and 7:00am\*\*

#### Review SMS (text) Log

- Click on **SMS Log** to review SMS (text) messages sent and confirm receipt



The more you engage with your Students the more fundraising will be on their mind. Get creative and connect.

### Leaderboard

#### Promote Healthy Competition and Increase Sales

- View by individual top performers or team rankings
- \*\*Teams can be created at bottom of dashboard by clicking **Add team** \*\*
- Star System:

- ★★★★★★ - 2x's individual goal
- ★★★★★ - 1.5 x's individual goal
- ★★★★ - Hit individual goal
- ★★★ - 25% of individual goal
- ★ - Student sold a unit



Everyone likes to win!

Students are more likely to be engaged and sell more when they are competing with one another.

Facilitate competition early on in your fundraiser to motivate Students to sell.

### Important Dates

#### Remind Students of Important Dates Coming Up

Setting milestones during your fundraiser is an important way to keep Students engaged in fundraising process.

- Important Dates that will automatically show up on Fundraising Dashboard are:
  - Day 1: Make Your First Sale
  - Halfway Point: You should be at 50% of your fundraising goal.
  - 5 Days Before End Date: Just a few more days left! Its time to sell, sell, sell to reach your goal.
  - Day Before Fundraiser End: If your fundraiser is accepting cash and checks its time to turn in money you collected.

✉ If you would like to add or change Important Dates email dates to [kristin@theorangeguy.com](mailto:kristin@theorangeguy.com)

### Messaging

#### About the Team

Thank you so much for visiting our Citrus Fruit Fundraiser! This year's fundraiser is more important than ever, and we need your help to reach our goals. Costs are growing and will reduce what we are able to do this year, but you can help make it our best year ever!

We are selling 1/2 bushel of California Navel Oranges and 1/2 bushel of California Rio Red Grapefruit. Our citrus isn't like fruit you get at the grocery store. Each piece of fruit is hand picked for our order and shipped within 24 hours; ensuring you receive the sweetest juiciest citrus you can find.

Thank you for supporting us and for spreading the word and sharing this page with others on social media.

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### SMS Message (Text) From Student

Hello, this is {STUDENTNAME} with {ORGANIZATIONNAME}. I am working to raise money for our program and would really appreciate your support!

We are selling 1/2 bushel of California Navel Oranges and 1/2 bushel of California Rio Red Grapefruit. Our citrus isn't like fruit you get at the grocery store. Each piece of fruit is hand picked for our order and shipped within 24 hours; ensuring you receive the sweetest juiciest citrus you can find.

Please click my link to help me reach my goal of selling {STUDENTGOAL} boxes for my team.

Thank you for your support!

If you would like to make change to 'About the

✉ Team' or SMS Message (Text) from Student email [kristin@theorangeGuy.com](mailto:kristin@theorangeGuy.com)

### Payment (how your customers pay you)

#### Payment Types

- When your group registered for your The Orange Guy Citrus Fundraiser you would have selected one of the following payment options:
  - Debit/Card & Cash & Check
  - Credit Card Only

**IMPORTANT**

#### CUSTOMER PAYING WITH DEBIT/CREDIT CARD:

Coach/Student must first send customer their fundraising link via email, sms (text), social, or qr code. Customer then click on Coaches/Student's fundraising link on their device and make order selection and pay for order.

#### CUSTOMER PAYING WITH CASH/CHECK:

Coach/Student will collect the customer's order information on Coach/Student device and collect payment.

If you would like to change payment options email

✉ [kristin@theorangeGuy.com](mailto:kristin@theorangeGuy.com) with update. This has to be done before your fundraiser starts. We cannot update payment options during active fundraiser.

### Are you accepting payment by check?

- If at time of registration you indicated that your group would be accepting checks you would have been asked to provide your Make Checks Payable to:

✉ If you would like to make change to 'Make Checks Payable' email [kristin@theorangeGuy.com](mailto:kristin@theorangeGuy.com)

### Prizes

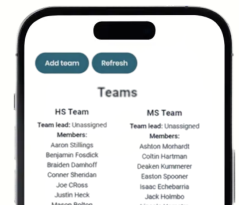
Offering prizes can be a great way to motivate your Students to reach their fundraising goal. That said, to keep your costs as low as possible The Orange Guy does not currently offer a prize program.

✉ If you would like to offer your own prizes we can add those into your fundraising portal. Email [kristin@theorangeGuy.com](mailto:kristin@theorangeGuy.com) to set prize offering up.

### Teams

#### Create Teams of Students to Fundraise Together

- From your LAUNCH dashboard scroll all the way down to Teams and click Add 'team'
- Select **Add team**
- Enter the # of teams you want and select **Create teams**
- Name each Team, select a Team Lead, and assign Team Members
- Team progress will now be visible in Leaderboard under 'My Teams'
- To edit your Teams click on Team you want to change



Assigning Students to Fundraising Teams is a great way to promote a little competition.

Get Creative! Upperclassmen v. Lowerclassmen, or assign a Senior to be a team leader over lowerclassmen.