



SPONSOR GUIDE

The following guidelines for group sponsors will ensure a successful and stress free fundraiser!

Kick-Off

1. Whether you do a live kick-off, classroom announcement or just send the packets home, it is important to kick-off the fundraiser with lots of excitement and energy! **Enthusiasm is the first step to success!**
2. Use promotional posters or banners and any other marketing materials to help promote your fundraiser! Make sure to fill in the start and end dates on posters so everyone is reminded of important deadlines.
3. Introduce a Daily Incentive. After implementing over 10,000 fundraisers, we have found that administration involvement, daily promotions and incentives are the single-most important factor in encouraging participation and creating revenue.
4. Have fundraising brochures available in teacher's lounge and extra supplies available in main office.
5. Consult the 'Checklist to an Award-Winning Kickoff!' sheet included in your 'sponsor packet'. It is a checklist for your kickoff that will make getting the fundraiser started easy and effective!

Online Ordering

1. **Encouraging web sales on www.ShopBelieve.com is one of the best ways to expand your sale NATIONWIDE!**
2. Let everyone know about online ordering! Shipping is free (*48 contiguous states*) with purchases over \$75.00 and the school and students will get credit for each item sold online!
3. Sponsors: To access your fundraiser information, go to Shop.BelieveKids.com/Sponsor to track sales, thank customers and more! **Your "Fundraiser Key" is written on the outside of your envelope and will be emailed with your fundraiser information.** Once you have selected your group and state, enter the key and you will see the Sponsor Dashboard. Also a parent? Navigate to ShopBelieve.com/ParentRegister to access and view student/parent dashboard (view orders, share links & more)
4. Students can quickly send template emails to friends and family, share their fundraiser on social media and even track their sales! Remember every share equals one Golden Ticket prize credit so remind them to register online.

During Sale

1. **Daily encouragement from faculty and staff will contribute to your sales tremendously!** Anything you can do to keep students excited and participating will make a huge difference! Check out our 'PROMOS GALORE' website for examples: www.BelieveKids.com/Promos-Galore
2. Have parent volunteers, teachers, principal, staff and administration wear a Daily Incentive (*if applicable*) during the sale!
3. Use 'Daily Announcements' sheet included in your 'Sponsor Packet' for daily intercom/video announcements.
4. Use the 'Reminder Notice' to let students and parents know how many days are remaining during the fundraiser. We suggest a reminder notice be sent halfway through the fundraiser at minimum. Send another either via an E-Mail to parents or a note with the student with 2 days left. Important documents such as the 'Reminder Notice' are available at www.ShopBelieve.com under the 'Sponsors & Principals' section.
5. **Whenever possible, notify parents that catalog orders will arrive approximately 3 to 4 weeks after Believe Kids™ receives the order forms.**

Order Submission

1. Once your sale ends, collect all 3-part order forms. Separate all 3 copies and give the 'Pink' copy to the student/parent. Keep the 'Yellow' copy for your sponsor records.
2. Separate and group the 'White' order forms by teacher/class. Write the name of the teacher/class on a piece of paper and use it to separate each teacher/class. Example: Mr. Jones / 4th Grade / Music.
3. Be certain that ALL order forms have seller name and teacher name. We will attempt to correct discrepancies with incorrect and transposed item numbers, but this cannot be guaranteed. To help minimize discrepancies, we please ask that **all order forms are filled out neatly and with black/blue pen.**
4. Enter the amount collected for each student form in the 'Verified Amount Collected' box on the bottom of the order form. This is required if you would like ErrorCheck™ reporting.



5. **Earn an extra 1% invoice discount when you submit an estimated payment with your order forms!** In order to calculate your estimated payment, call your Believe representative at 1-877-7-BELIEVE (1-877-723-5438). Sending 60% of the gross sale is easiest. If you over pay, Believe will send you a profit check two weeks after your delivery. If you under pay your invoice, Believe will send you an invoice with the remaining balance due.
6. Submit all 'White' order forms via the UPS bag and label provided (*if applicable*) to:

Believe Kids Fundraising
Attn: Catalog Orders Dept.
9540 S. Maroon Circle, Suite 100
Englewood, CO 80112

Late Orders

1. **All order changes or late orders must be received by Believe™ within 2 business days of order submission.** Fax late orders to **(877) FAX-BELIEVE** (877-329-2354).
2. If your group submits add-on orders after this 2-day period, it may be processed as a separate order, labeled as "LATE ORDERS" and will incur shipping costs. Late orders may not be included on customized reports.

Parent & Student Post-Sale Preparation

1. Be sure to discuss order turn-around time, delivery time-frame, special delivery needs, etc. with your Believe representative upon order submission to ensure a prompt delivery.
2. Once shipping dates are confirmed by Believe™, notify parents of pick-up date, time and location via printed notice. There is a 'Shipping Reminder Notice' available on our website at www.ShopBelieve.com.
3. On delivery day, leave time to prepare orders before parents arrive (see 'Catalog Shipping' #3 below for more).
4. Having parents or faculty help with product organization and/or distribution will speed up the process.
5. With large orders, product may be heavy – some students may require assistance getting orders home.
6. Allow extra time after school for parents to pick up product. We suggest pick-up be available until around 7 P.M.

Catalog Shipping, Delivery and Distribution

1. The majority of school orders are shipped via UPS ground. Drivers will deliver boxes inside to one location such as the gymnasium or lobby. If you have special requirements, notify your Believe representative immediately.
2. You will receive a call or email with a delivery date. Please check with your office administrator or receiving to get a better idea as to what time of day UPS usually arrives with deliveries.
3. Orders will be conveniently labeled by student and classroom, both on boxes and on enclosed bags. Student participation prizes will be conveniently packaged inside student order bag. Occasionally, there are multiple bags and boxes per student so take some time while distributing orders to ensure accuracy.
4. **Look for a box with a neon green sticker labeled 'DOCUMENTS ENCLOSED'.** Inside you will find your sponsor report along with any other documents pertaining to your fundraiser delivery and your invoice.

Frozen Food Delivery

1. Your sales representative will call you to coordinate your frozen food delivery for a specific day and estimated window of time once orders are received and processed.
2. Your order will arrive via truck on the date and window of time previously arranged. The driver will be responsible for bringing frozen food into the school if inside delivery option has been setup and is feasible. If no inside delivery, the driver should remove the shrink wrap and move the frozen food to the end of the truck. We recommend volunteers help unload the cases off of the truck and into the area you've designated for pickup.
3. If dry ice was used and there is leftover, you can use the remainder to store any product not picked up by students and parents. Place the leftover dry ice and product in a sealed cooler. *(WARNING: Extreme Cold (-109° F) May Cause Severe Cold Burns. Handle With Gloves. Avoid Contact With Skin And Eyes. Do Not Enter Confined Areas Such As Walk-In Boxes When Using Dry Ice Until Adequately Ventilated. Do Not Put In Drinks. Do Not Eat. Keep Out Of Reach Of Children And Animals.)*
4. Once inside, we recommend that you sort the product by CLASS # (Packed-per-Student) or FLAVOR (Bulk) as listed on your pack slips for easy distribution. You can also create and hang signs in delivery area designating pickup location by Class#/Flavor.
5. After product is unloaded, please count the number of cases/items you have received and sign off on the driver's bill of lading. Please notate any shortages, overages and/or damages at this time **BEFORE** the driver leaves.
6. **Please do not begin distribution of product until you have completed STEP 5.**
7. If a shortage or damaged product is not noted on the delivery receipt, or communicated within 48 hours, the school/group will be responsible for additional product and shipment costs, if redelivery is requested.



8. Fax the 'Bill of Lading' to Believe™ within 48 hours with any damaged or missing frozen food items toll-free to 877-FAX-BELIEVE (877-329-2354).
9. Due to liability issues, do not allow students, parents or volunteers in the back of a delivery truck.

Preparing for Frozen Food Distribution

1. BULK DELIVERY: For orders received in bulk, locate your extra set of pack-slips which can be found inside '**DOCUMENTS ENCLOSED**' stickered box/envelope. Pack-slips are your guide for organizing students' orders.
2. Use extra Believe™ boxes or food case boxes to help with larger student orders.
3. Believe does not recommend that any un-baked food product be eaten raw.
4. If you cannot distribute all items on the day of delivery, arrange with the cafeteria to put the leftover product in the school refrigerator or freezer.
5. Call parents who did not pick-up orders and give them a deadline date by which items will be disposed.

Reporting Damaged / Missing Items

1. Any damaged or missing items must be reported within 10 business days of order receipt. Please refer parents to our customer service number listed on their student pack slips included with their products. Our toll-free number for reporting damaged/missing items is 1-888-816-1116.
2. If an order shortage is due to a 'Backordered' item, then we will fill that order within an acceptable time-frame. If an order shortage is due to an 'Out of Stock' item, then we will 1) Substitute with a similar item + additional gift or 2) Provide a 'Double-the-Value' Believe Voucher for redemption at www.ShopBelieve.com or 3) Refund the money for that product. 'Out of Stock' and 'Backordered' items are infrequent, but may occur.

Payment to Believe Kids™

1. An invoice will be sent to your group via e-mail as well as in the sponsor report sent with your delivery. Look for the box with the '**DOCUMENTS ENCLOSED**' sticker and locate the report containing your itemized invoice.
2. Payment must be made within 15 days of product receipt. A school/group may receive a **1% additional invoice discount** for submitting an estimated payment with orders. Schools may estimate payments due and Believe Kids™ will either process a 'Difference Due' invoice or send a refund check. Estimated payments should be 60% of the gross receipts from the sale.
3. Please remit payment via check or money order to:

Believe Kids Fundraising
Attn: Accounts Receivable
9540 S. Maroon Circle, Suite 100
Englewood, CO 80112

Exclusive - Social Media Fundraising – Sponsors and parents can promote via Twitter, Pinterest, Facebook & Twilio Text Messaging! Just log on to www.ShopBelieve.com and click on Menu – Email & Social.

We are committed to making fundraising easy and fun for everyone involved. Our fundraising staff is prepared to answer any and all questions you may have as we pride ourselves on our customer service. If you need any additional help, please call your Believe representative or any of our team members Toll-Free at 1-877-7-BELIEVE (1-877-723-5438).

Believe Kids™
1-877-7-BELIEVE (1-877-723-5438) Toll-Free
Fax (877) 329-2354 Toll-Free / Home@BelieveKids.com
www.BelieveKids.com / www.ShopBelieve.com

Reminder:
Download Forms,
Documents and More at
www.ShopBelieve.com

