



# Sponsor Guide

Everything you need to know to  
run a successful fundraiser with  
Imark

Online Shopping Available!



# Imark Fundraising Sale

## **I. Select a Kickoff Date**

Fill out and sign Enrollment Form

## **II. Recruit Volunteers to Help** (you will need approximately 2-6 volunteers)

Some responsibilities may include:

- Distribute seller packets
- Daily Prize incentives (if applicable)
- Order Collection and Money counting
- Distribution of Delivery

## **III. Teacher Meeting**

If possible, attend a faculty meeting closest to the start date of your fundraiser. Request a few minutes to discuss important details of your fundraiser. Explain the prize incentive.

Each seller will receive a FREE sports water bottle if they sell 12 items or more.

If attending a Faculty meeting is not possible, you should send out an informational email to the entire faculty on the morning of the kick-off, reminding them about the fundraiser. The morning of the start of the fundraiser, hang a sign in the teacher's lounge reading:

Thank You for Your Support of our Fundraiser!

Place a few of the shopping brochures around the school.

## **IV. Distribution of Seller Packet**

Use classroom rosters to count out bundles of seller packets for each classroom.

Label each bundle with a teacher name and provide a classroom envelope.

Advise teachers of the kick-off date to distribute seller packets

## **V. Advertising Your Sale**

- If your organization has a sign or marquee, utilize it to promote your sale and to inform parents and community about the sale and dates.
- Decorate a bulletin board with brochures and campaign dates near the Front Office
- Enthusiastic reminders during the morning or afternoon announcements will help encourage students to participate.
- Showcase fundraisers on school websites and social media sites.

Be creative, have fun and increase participation:

- Pajama Day
- Free Homework Pass
- Free Ice Cream or pizza party for top class or top sellers
- Spirit awards
- Coach or principal shaves head if seller reaches goal

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## VI. Public Announcements:

- #1 On the Day of the Kick off  
Extra order forms and brochures are in the office for your Imark Fundraising sale for those absent yesterday or anyone needing extras.
- #2 Four Days after the Kick off  
Our Imark Fundraising sales is almost over. Make a list of people to contact and people to help your sale.
- #3 Friday Before Second Weekend  
This is your last weekend to sell! Be sure to sell big and raise funds & earn prizes
- #4 On the Day Orders are Due  
Orders and money are due today. If you forgot, please turn in your orders tomorrow.
- #5 On the Day After Orders are Due  
It's not too late to turn in fundraising orders in. Please bring them tomorrow.
- #6 On the Last Possible Day to Turn in Late Orders  
- It's still not too late to turn your orders in. Please bring them NOW.

## VII. Processing Fundraising Sale

- Prepare Place to Process Orders

Set-up a quiet and safe area to process the orders and count the money. Have calculators, sharpies, pens, paper clips, rubber bands, classroom envelopes, snacks & drinks available.

- Prepare Order Forms

Make sure each order form has a seller last name and first name. Verify that the amount of money collected matches with the amount of orders taken. If there is any order discrepancies, send a letter home to the parents explaining the problem. Do not send the original order form.

- Deposit Money:

- Deposit all monies collected into your group's account

- Tallying Orders:

Please verify that the product ordered and the monies collected agree. Upon completion of order tally by Imark Fundraising a detailed report of sales by seller and product will be emailed to current email address on file for the chairperson, along with a copy of your invoice. A copy of your invoice will also be mailed.

- Separating Orders:

Orders must be separated by Classroom/Team. Place each group of order forms into a separate Classroom/Team envelope. This will assure that student orders are processed with the correct Classroom/Team. Classroom/Team designation will be printed on seller box labels for easier distribution.

Failure to use Classroom/Team envelopes may lead to orders being processed alphabetically with NO Classroom/Team designation.

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- **Sales Tax:**

Local sales tax rates will apply unless a copy of your organization's tax-exempt documentation is provided. Online orders are not included in tax exemption. Tax will be charged on all Online orders. Tax percentage charged per Online order is based on the "ship to" state of the Online order.

- **Tax Exempt**

Form may be found at [www.imarkfundraising.com](http://www.imarkfundraising.com). Tax Exempt Form is available to print. Please include your organization name and customer ID number on Tax Exempt Form. Completed Tax Exempt Form must be faxed to 800-842-8221. Please check with your local/state agencies for tax regulations in your area.

- **Send order forms to Imark.**

We suggest making a copy of the seller's order form to keep for your reference. Place the orders into the corresponding classroom/team white envelope. Place classroom/team envelopes in order, starting with the youngest grade. Complete the fundraising confirmation sheet included in your Sponsor Guide. Rubber band classroom/team envelopes together and place your completed fundraising confirmation sheet on top. Insert classroom/team envelopes and fundraising confirmation sheet in the UPS envelope provided and ship to Imark.

- **Delivery:**

Products will ship within 21 days of receipt of order forms at Imark Fundraising. Orders are delivered by a contracted service carrier, pre-packed by individual seller and labeled with Classroom/Team and Seller Name by organization. You will receive an email notification (including tracking numbers and number of boxes) when your order has shipped. Transit time will vary between 1-5 business days, depending upon your location.

- **Shipping:**

| Retail Sales Total                 | Shipping Cost  | Method  |
|------------------------------------|----------------|---------|
| \$1 - \$ 100                       | \$15.00        | UPS     |
| \$ 100-\$ 400                      | \$20.00        | UPS     |
| \$ 400 - \$800                     | \$30.00        | UPS     |
| \$ 800-\$ 1,200                    | \$40.00        | UPS     |
| \$ 1,200 - \$ 2,000                | \$65.00        | UPS     |
| \$ 2,000 - \$ 4,000                | \$95.00        | UPS     |
| \$ 4,000 - up                      | 3.5% of Retail | Carrier |
| Example - \$ 5,000 Retail x .035 = | \$175.00       | Carrier |



# Imark Fundraising Sale

## **VIII. Late Orders**

Orders received at Imark after your original orders will be subject to additional shipping and processing charges. The additional charges will be applicable even when the late order ships with original orders. Late orders may ship in 21 days from receipt of order at Imark. This may result in more than one shipment to you school or organization.

Fax late orders to 800-842-8221 with cover sheeting including sponsor name and school ID #

## **IX. Delivery Day**

### **• Order arrival:**

Your products will ship within 21 days from receipt of order by Imark Fundraising. Your Imark Fundraising Representative will work with you on setting specific day of delivery. Imark will send a shipment confirmation email to the designated Chairperson when the order ships from our warehouse. Email will include a tracking number and corresponding number of boxes.

### **• Distribution of Boxes:**

Have a team of volunteers ready to help distribute the boxes. All of the boxes are clearly labeled for easy distribution. A copy of each seller's original order form will be inserted into each seller's order.

### **• Delivery Service:**

Orders are shipped via Imark contracted carrier or via UPS Ground. An Imark contracted carrier will call and schedule an appointment for delivery. The driver will bring the boxes inside to a central location that you designate. UPS ground is not required to make an appointment for delivery. If any issues arise, please contact your Imark Fundraising representative.

### **• Replacement Product:**

The following message will appear at the bottom of each seller's packing slip. "Please review your order within 5 days of receipt." Report any missing and/or damaged items to your sponsor within 7 days of receipt. Sponsor fills out Service Order Form and Sends by fax to Imark @ 800-842-8221

### **• Invoice:**

When orders are processed a Sale Invoice will be emailed to the email address on file at Imark Fundraising. A copy of your Sale Invoice will also be mailed to the address designated for your organization. Payment may be made by check or credit card, do not send cash. If paying by credit card, please call accounts receivable department at 817-385-0306.

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## • **Payment:**

Do not send payment with your orders. Customers paying by check should make checks payable to your organization, not to Imark Fundraising. A Sale Invoice will be emailed to the chairperson's address that we have on file. A hard copy of your Sale Invoice will be mailed to you within 10 days from the time we receive your orders. Payments may be made by check or credit card. Do not send cash. Please call 817-385-0306 – Accounts Receivable dept. to make a credit card payment or Fax 800-842-8221. Please include your organization/group name and ID number with all payments that are mailed to Imark Fundraising.

Payments should be mailed to:

Imark Fundraising  
PO Box 5707  
Arlington, TX 76005-5707

## • **Returned Checks:**

Customers will be assessed a service charge of \$ 50.00 for each check returned to our bank, regardless of reason the check is returned.

## • **Collection Costs, Delinquent Payment Fees:**

All sums not paid when due shall bear interest at the maximum legal rate allowed by Law. If payment due hereunder has to be collected upon by demand of an attorney, or collection agency or suit has to be instituted for the enforcement hereof, Customer Agrees to pay all costs and expenses thereof including, without limitation, reasonable attorney's fees (including appellate attorney's fees, collection fees) and court costs.

## **X. Online Shopping**

Online shopping is available. Your Organization Group ID Number is required to allow a Shopper to access the Imark Fundraising shopping site. How to get started:

1. Students go to [SHOP.IMARKFUNDRAISING.com](http://SHOP.IMARKFUNDRAISING.com)
2. Click on "Register Your Seller ID: (school ID)"
3. Enter your school ID – 5 digit number provided by Imark
4. Once the student registers their information, [Imarkfundraising.com](http://Imarkfundraising.com) site will send the student an email with their Student ID.

The student can send out the link to family and friends informing them of the opportunity to support the student and the group. Many students have had good success posting the Student ID link to Facebook, Twitter, and other Social Media outlets. The purchaser pays by credit card and Imark ships the items direct to the purchaser, and your group earns the profits.


Online sales are credited to the School/Organization and the individual Student ID.

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## **XI. Imark Fundraising Service Order Form**

Any errors or problems with your order should be reported and faxed to 800-842-8221 within 10 days of delivery. Wait 3 business days before reporting claims with your order. For best results, please submit ALL claims at one time. After receiving claims, Imark will ship service order back to school or organization. As an added convenience, Imark will cross check claims by seller to ensure duplication of replacement product shipment does not occur. If claimed items were not billed then Imark will bill as a late order and order will be subject to additional cost for product, shipping and delivery.



- **Fundraiser Timelines**

**PRIOR TO START OF FUNDRAISING SALE**

Arrival of Sales Materials:

- Fundraising seller packets
- UPS envelope and Pre-address Label to return order forms to Imark Fundraising
- Classroom/Team envelopes
- Additional Order Forms

Fundraising Seller Packets:

Prior to start of sale verify that you have received the requested number of seller packets

UPS Envelope and Label:

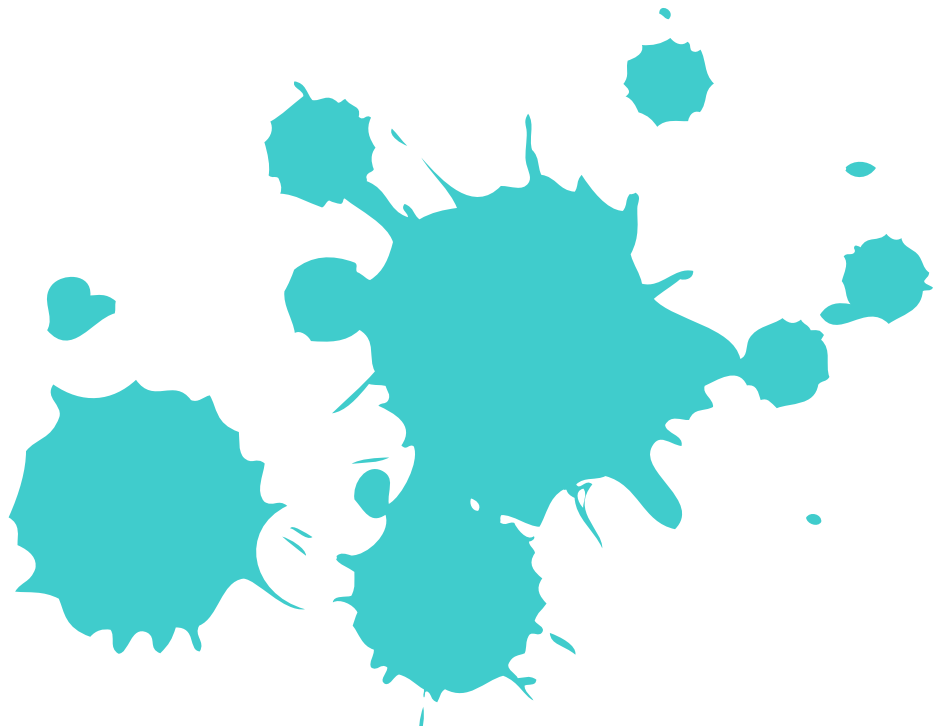
A pre-paid UPS envelope and label has been supplied to you for returning the completed order forms to Imark. Please retain this envelope and label in a safe place.

Classroom/Team Envelopes:

A classroom/team envelope for each of your Teachers and or Coaches participating in the fundraising sale has been provided. This envelope should be distributed to each teacher and or coach along with the fundraising packets when sale kicks off. All sale order forms should be placed in classroom/teacher envelope to ensure easy distribution. Orders will be sorted and packed by classroom/team envelope.

Additional Order Forms:

Additional order forms will be included with your selling materials. Place additional order forms in front office.





# **Fundraising Confirmation Sheet**

Please complete and return this form when turning in your orders. When shipping your orders, we'll use the address provided below. Please make sure that someone will be available at the given address to receive the orders during regular business hours.

**PLEASE NOTE: WE CANNOT SHIP TO PO BOXES.**  
Please DO NOT send payment with the orders. Thank you.

**Imark Customer ID Number** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Chairperson:** \_\_\_\_\_

Please confirm or, if you wish, change your ship address by completing the lines below.

**Name/Business Name:** \_\_\_\_\_

**Street:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Please check box if ship address above is residential.

