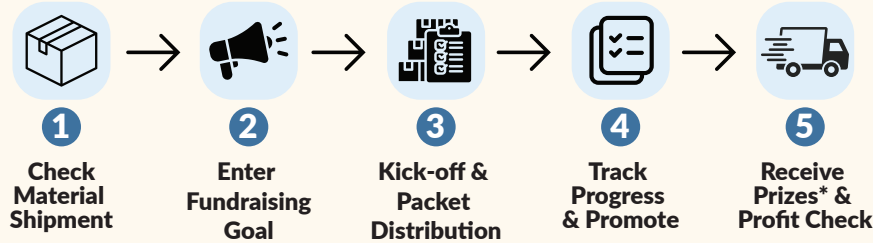




Start Shopping Online:
7/13/2026

End Shopping Online:
12/11/2026

HOW IT WORKS (AT A GLANCE)



STEP 1 CHECK YOUR MATERIAL SHIPMENT

Open the paperwork box and check for the following items:

- | | |
|--|---|
| ☐ Promotion Posters | ☐ Participant Packets
<small>CW Home Catalog, Prize Brochure*, Participant Letter</small> |
| ☐ Reminder Letters | ☐ Daily Prize Box*
<small>Daily Prize Instructions, Collectibles (Snack Pack Backpack Clips), Coupon Box, Coupon Drawing Prizes (Snack Pack Racers)</small> |
| ☐ Sticker Boosters & Instructions | |
| ☐ Instant Internet Prizes & Instructions* | |
| ☐ Daily Prize Tracking Charts* | |

*If applicable



STEP 2 ENTER FUNDRAISING GOAL & STATEMENT IN SPONSOR PORTAL

- Log into your sponsor portal online.
- Enter your fundraising goal \$ amount on the right-hand side of your portal and save.
- Enter your fundraising goal statement on the right-hand side of your portal and save.



→ **Sponsor Portal Resources**
Everything you need to complete your fundraising goal and statement.

*If applicable



STEP 3 KICK-OFF & DISTRIBUTION

- Conduct a kick-off assembly (if possible)
- Distribute participant packets
The Paperwork Box & Resources / Marketing Guide & Templates



Ready to Launch?
Distribute participant packets, play the kick-off video, and start promoting today!



STEP 4 TRACK YOUR PROGRESS & PROMOTE!

- Use the "Fundraising Checklist" in your sponsor portal, to help guide you through the steps that you can take.
- Promote daily with marketing materials and ideas available in your sponsor portal:
The Paperwork Box & Resources / Marketing Guide & Templates
- Send reminder letters 3 days before the end date.

→ **Keep the Momentum Going!**
Check your progress regularly, promote your fundraiser daily, & use the available marketing tools to reach your fundraising goal.



STEP 5 RECEIVE PRIZES & YOUR PROFIT CHECK!

- Prizes that are labeled by letter on the prize flyer will ship to your organization at the end of the fundraiser, organized by student name for easy distribution.
- Profit check will be mailed within 15 days of sale end date. Feel free to continue promoting online ordering to your supporters but be advised that participants will not receive credit for prizes* after the official sale end date.
- Refer parents to **CW Customer Service** for order or prize issues.

Congratulations!!!
Your fundraiser is complete! Watch for prize deliveries and your profit check, then celebrate your success with your participants.

*If applicable