How to Create a Campaign
Role of the Campaign Coordinator

Schwan's Cares: Running a Successful Campaign

Create Campaign

1.) Gather Information
- ✓ Campaign story - why are you coordinating this fundraiser?
- ✓ Team/personal pictures
- ✓ Beneficiary Information (name & address)
- ✓ Federal Tax ID #
- ✓ Fundraiser participant emails

2.) Go to Schwans-cares.com and select "create a campaign"
- ✓ Use the information gathered to create a campaign.

Kick-Off & Invite Fundraising Participants

1.) Campaign Kick-Off Communication (program flyer & Participant Guide) to let teams, parents &/or kids know what's coming.

2.) Invite your Fundraising Participants to join your team. Log into your campaign and access you manage tab. (Step 1 in you Task List)

3.) Optional: Post your campaign URL/Participant Guide to website, newsletter, posters, etc.

4) Optional: Print Support Guide and hand them out at events. (step 3 in checklist)

Manage Campaign

- ✓ Ensure fundraising participants have personal pages created.

- ✓ Motivate your Team

- ✓ Monitor campaign activity to ensure fundraisers are engaged and participating.

- ✓ Utilize the update feature located in your manage tab. Send out weekly updates by update and to keep the momentum.

- ✓ 1-week prior to campaign close date: Remind fundraisers and supporters to support campaign before the 5% annuity period starts.

- ✓ Last Day of Campaign: Have your fundraiser send out thank you cards to their supporters to remind them of the 5% annuity period for the rest of the year.

Schwan's Cares *A Fundraising Network*

1	2	3	4	5	6
Create	Goal	Campaign	Beneficiary	You	Review

Type of Fundraising Campaign

Please select the program type with which your fundraising group is most closely aligned.

All programs receive 40% back for eCertificate purchases and 20% back for product sales during the campaign period, plus an annuity period payout of 5% on purchases for the rest of the year.

Schwan's USA Cup & National Sports Center
Please select if your group is affiliated with the National Sports Center or if you are attending any tournaments or games at the National Sports Center (i.e. Schwan's USA Cup).

Sports Teams & Associations
Please select if you are a sports team, association, or if you are affiliated with a sports group and are not associated with other sports organizations options listed.

USA Hockey
Please select this program if your group or team is associated with USA Hockey or any USA Hockey affiliate.

Missions, Faith & Church
Please select if your group can be categorized as a mission, faith or church group. You may also select this program if the funds that are raised will be going towards a mission, faith or church group.

Help
💬 Live Chat
❓ Help Desk
📞 1-855-870-7208

FAQs
▸ **Why do I have to choose a fundraising campaign type?**
▸ **How does this work?**

Create Campaign

Step 2- Create Goal

SCHWAN'S
QUALITY FOOD
HOME DELIVERY
Est. 1952

1 Create **2 Goal** **3 Campaign** **4 Beneficiary** **5 You** **6 Review**

Fundraising Goal *

Set a realistic amount. You will receive all funds at the end of your campaign whether you reach your goal or not.

$ | 1000.00

Minimum $500

> What are you expecting to raise? This goal is for $'s raised and not $'s sold.

Expected Number of Fundraising Participants *

Team members allow you to go beyond your personal network to reach more people and raise more money. The more people you invite, the more likely you will reach your goal!

1

Fundraisers typically raise about $100 each. To reach your campaign goal, we recommend you have 10 fundraisers on your campaign.

> Input the number of people you think will join your campaign as fundraisers.

Organize Fundraising Teams

Teams are optional and most suitable for large groups. Creating teams is a great way to create healthy competition among your fundraisers.

Create team

> Do you want to organize fundraisers by teams? (E.g. Freshman, Sophomores, Juniors, Seniors). This is a good way to track and reward at team /regional level. Fundraisers will need to self select into a team.

< Back   Save Draft & Exit   **Next >**

Help
- Live Chat
- Help Desk
- 1-855-870-7208

FAQs
▶ **How do I set a fundraising goal?**

Create your Campaign Page

1 Create **2 Goal** **3 Campaign** **4 Beneficiary** **5 You** **6 Review**

Fundraising Campaign Name *

Give your campaign a name. Remember to make it simple and descriptive.

This name will be used to represent your campaign throughout the site.

Description *

Describe your campaign to supporters in 130 characters or less.

0 / 130

This description will be used to represent your campaign throughout the site.

What are you raising money for? *

Tell your supporters what you are raising money for, why it's important, and how they can help.

B *I* U :≡ ≡ 🔗

Why are you raising money? What will the funds be used for?

Here's how your campaign will look to your supporters:

Untitled 🏷 ID 9732

$0 RAISED

Draft

Help
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Media *

Upload a video or photo that will be used to represent your campaign across the website.

Upload a Photo or **Post a Video**

Upload an image/or video that reflects the story you want to tell.

Adjust

Campaign Period *

Select the start date and duration of your campaign.

📅 _____ Running for: **45** ▾ Days

Campaign period is 30 to 45 days

Choose a Sport Type

Select an option... ▾

< Back   Save Draft & Exit   Next >

FAQs

▶ How do I pick a name for my fundraising campaign?

▶ Why is 3 weeks the best length of time for a fundraising campaign?

Step 4 – Setup Beneficiary

SCHWAN'S
QUALITY FOOD HOME DELIVERY
Est. 1952

1	2	3	4	5	6
Create	Goal	Campaign	Beneficiary	You	Review

Organization *
If you're fundraising for a school, sports team, or community group, search for it below.

```
Search for your organization                                              ▼
```

Beneficiary (Payment Details) *
Checks will be made payable to the organization and sent to the address you list below.

◉ **Add Beneficiary**

Legal name (Name on check, must be an organization and not an individual) *

```
```

> Beneficiary is where the $ will go. Needs to be an organization.

Address *

```
```

Address2

```
```

City *

```
```

State / Province *

```
Choose a province...                                                       ▼
```

Zip / Postal Code *

```
```

Country *

```
USA                                                                        ▼
```

Tip

Payment details must be accurate in order for your campaign to be approved. We may contact and verify your payment details, so please provide a phone number if possible. Please see the Terms of Use for complete information on eligibility.

Help

💬 Live Chat
❓ Help Desk
📞 1-855-870-7208

FAQs

▶ Why isn't my organization listed?

1 Create
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First name *

Schwan's Cares

Last name *

Your friends and family are more likely to support you when you make it personal!

Your Photo

Upload a profile photo to help personalize your fundraiser page for your supporters.

This page is about you as a fundraiser, not a coordinator.

Upload or **Adjust**

Personal Goal

Enter an amount that you think you can raise. We've suggested a minimum amount below based on the campaign goal and number of fundraisers.

$ 1000.0

Personal Introduction

Let your supporters know why you are involved with this campaign.

This will be your fundraising message that is shared via social media sites and within your personal profile

Limit 140 Characters   0 / 140

‹ **Back**   Save Draft & Exit   **Next** ›

Here's how you will look to your supporters:

Schwan's Cares
Customer Support 1

🏷 Fundraiser ID 26913

$0 Raised

Tip

Your friends and family are more likely to support you when they can see your face!

Studies show that fundraising campaigns are most successful when they are perceived as transparent and genuine.

Help

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📞 1-855-870-7208

1	2	3	4	5	6
Create	Goal	Campaign	Beneficiary	You	Review

Preview

Take a look at your fundraising page. You can share the preview with your fundraising team and gather their input before you submit. When you're happy with it, submit for approval below.

Preview

Verification Phone Number *

Please provide your phone number in XXX-XXX-XXXX format - we won't list it publicly or share it, but may use it to contact you if we have any questions about your fundraising campaign.

Referral

If you were referred by someone to this site, please select their name from the list below.

Select a referral

Did you work with a broker or Schwan's Home Service sales person on this?

Terms and Conditions *

By setting up this fundraising campaign, you are warranting the validity and accuracy of the fundraising campaign as you have portrayed it on the site and agree to in no way mislead Users as to your fundraising purpose. Please see the full Terms and Conditions for further details about your responsibility as a fundraising campaign creator.

☐ I agree to the Terms And Conditions, Terms of Use and Privacy Policy.

< Back   Save Draft & Exit   **Submit**

Click Submit

Here's how your campaign will look to your supporters:

Untitled   🏷 ID 9735

$0 RAISED

Draft

You will hear back via email within 2 business days

There are 3 ways to join a campaign:

1.) Invite via email tool (no approval necessary)

- Log in to your campaign
- Go to your fundraising campaign page
- Click on the **Manage** tab
- Click **Invite Fundraisers**
- From the **Send Email** tab, add contacts and send email
- Click the **Invite** button

2.) "Use Our Template" by copying and pasting it into your personal email (approval required):

- Log in to your campaign
- Go to your fundraising campaign page
- Click on the **Manage** tab
- Click **Invite Fundraisers**
- Click **Use Our Template**
- Copy the provided text and paste it into an email
- Send to all potential fundraisers
- Individual fundraisers will join and the coordinator will receive notifications to approve the fundraisers.

3.) Use the **In Person** option to print and provide handouts to your individual fundraisers (approval required):

- Print and pass out the participant guide provided in the tab that includes instructions on how to join.
- An individual fundraiser can click the Join Now button to join an existing fundraising campaign. The coordinator will receive notification of the request to join the team by email, and from there you can click to approve.

Management Checklist

1) Ensure fundraising participants have personal pages created.
   - ✓ If not, work with them to set one up. See Participant Guide by referring to your Tasklist located in your Manage Tab.
   - ✓ You will receive an email for approval.

2) Motivate your Team.
   - ✓ Refer to your Tasklist to view a list of ideas.

3) Monitor campaign activity to ensure fundraisers are engaged and participating.
   - ✓ Reach out to any who may need help.

4) Utilize the update feature located in your Manage Tab to send out communication. This message will be posted to your campaign page and emailed out to your fundraisers and supporters.
   - ✓ Provide status updates, % of goals, etc.

5) 1-week prior to campaign close date: Remind your fundraising participants and supporters to support campaign before the 5% annuity period starts.

6) Last Day of Campaign: Have your fundraising participants send out thank you cards to their supporters to remind them of the 5% annuity period for the rest of the year
   - ✓ See Tasklist and access "Thank You" card.

Timeline: Based on a 30/45 Day Campaign

Setup Campaign (t-2 weeks)	**Await Approval**	**Await Approval**	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**
(Invite Fundraisers to Join Team)	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**	**(Invite Fundraisers to Join Team)**	**Day 1 Campaign Start Date! (20/40%)**
Day 2 Monitor Site to Ensure Fundraisers are Creating Pages & Sending Invites	**Day 3**	**Day 4**	**Day 5**	**Day 6**	**Day 7**	**Day 8**
Day 9 Send Out Weekly Communication to Fundraisers	**Day 10**	**Day 11**	**Day 12**	**Day 13**	**Day 14**	**Day 15**
Day 16 Send Out Weekly Communication to Fundraisers	**Day 17**	**Day 18**	**Day 19**	**Day 20**	**Day 21**	**Day 22**
Day 23 Send 1-week Left Reminder	**Day 24**	**Day 25**	**Day 26**	**Day 27**	**Day 28**	**Day 29**
Day 30 Last Day of 30 Day Campaign!	**Day 31 5% Annuity Starts**	**Day 32 Send Thank You Notes & Reminder of the 5% Annuity**	**Day 33**	**Day 34**	**Day 35**	**Day 36**
Day 37	**Day 38**	**Day 39**	**Day 40**	**Day 41**	**Day 42**	**Day 43**
Day 44	**Day 45 Last Day of 45 Day Campaign!**	**Day 46 5% Annuity Starts**				