



Rep Notes & Onboarding

About the Campaign

Campaign Duration:

January 1st – May 15th, 2020. Sweepstakes are limited to a start and finish date; any school can run their campaign for a few weeks or more at any interval throughout the sweepstakes. At the end of any given schools' campaign, local prizes and incentive prizes are awarded. Grand prize and other big prize selection will be at end of overall campaign.

Onboarding

Sign Up:

1. Go to: <https://www.jointmarketingsolutions.com/portal/> and fill out Program Agreement.
2. **Upload** requested files (logo, picture/video and paragraph about campaign)
3. **Within 48-72 hours** our professional marketing team will reply with customized website, personal peer-to-peer websites and assist you in executing a successful campaign. We will also mail you additional campaign material and giveaways if applicable.

Admin & Campaign Management: Our easy to use admin dashboard allows program director and/or rep to easily manage data, keep track of all sales and all sellers and so much more. *Platform Admin Instructions Video link will be emailed*

Profits and Commissions

School Profit

- 50% If total raised is 0 - \$10,000
- 55% \$10,001 - \$15,000
- 60% \$15,001-\$20,000
- 65% \$20,001 & up

Payment Schedule

Applicable percentage of donations collected will be distributed to school at end of campaign for campaigns under 1 month. If school chooses to run a campaign longer than one month, funds will be distributed every 4 weeks. All donations collected by program director in the form of cash/check will be deducted from funds distributed to school.

Rep Commission

- **30% of wholesale** will be paid to rep within 14 days of end of campaign.

Kickoff & Giveaways

Kickoff

A Power Point presentation will be provided to assist you with campaign kickoff. **Fliers, tickets and prize brochures** will be provided for the kickoff

Pre-sale

Presale parent letter is included in school packet. Encourage students to get 2+ donations before the kickoff to receive special prize/giveaway at kickoff. Also, please have school encourage the parents to add 10-20 contacts to volunteer dashboard to be used to send emails during kickoff or Power Hour Fundraiser.

Giveaways

Giveaways are offered for Kickoff at Reps discretion (can be supplied by JMS and **deducted from school profit** or Rep can offer own giveaways)

Prize Program

Generous Prize Program offered for an additional **5% of retail** – See Prize Brochure

After campaign, sponsor fills out Incentive Prize order Form and rep submits to JMS or have prizes delivered within 2 weeks. There is **\$50 shipping fee** for prizes per delivery.

Closeout

1. At end of campaign make sure sponsor has added cash/check donation to admin dashboard.
2. Notify JMS that campaign has ended.
3. JMS will email rep final donor list and profit statement with details of campaign.
4. Sponsor and rep confirm all details are correct, campaign is closed out and sponsor receives closeout email.
5. Profit check is sent out within 3 business days.
6. Sponsor fills out Incentive Prize Order Form and Rep submits to JMS.

Checklist

- Program Agreement filled out and submitted
- Logo, picture/video & Sponsor paragraph submitted
- Giveaways ordered
- QR Code Received
- School Packet emailed to school (QR Code updated and added to all pages)
 - Steps to Success
 - Campaign Emails to Parents (blank area filled in & QR Code Updated)
 - Parent Letter (blank area filled in)
 - Phone Script
 - Volunteer Webpage Instructions
- Kickoff Date Set
- Campaign ending date chosen
- Kickoff Power Point Updated with School Information
- Material Received
- Campaign Posters submitted to sponsor