van wingerden greenhouses

plant buy

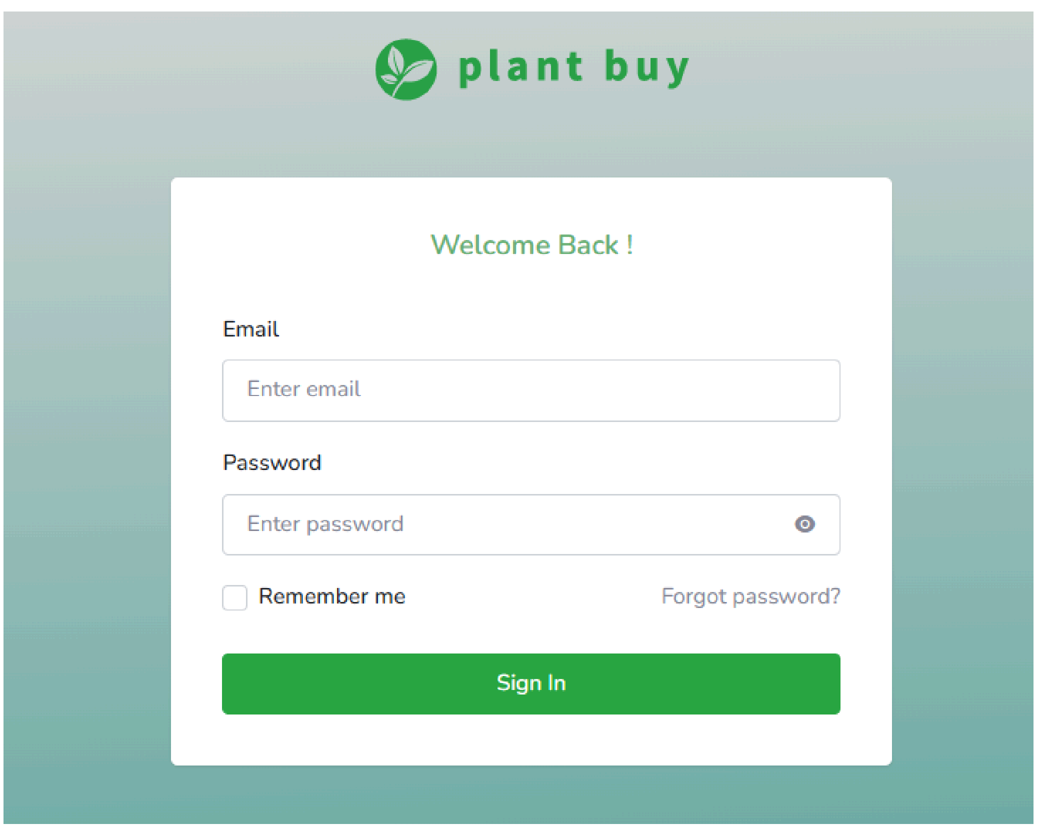
VW Fundraiser Website Guide

Welcome to our brand-new online fundraising platform! We created this platform to make your fundraising as efficient and profitable as possible. Our goal is that it can increase the reach in your community and generate more sales for your organization, whether it be a PTA, sports team, club, scouts, or other organization.

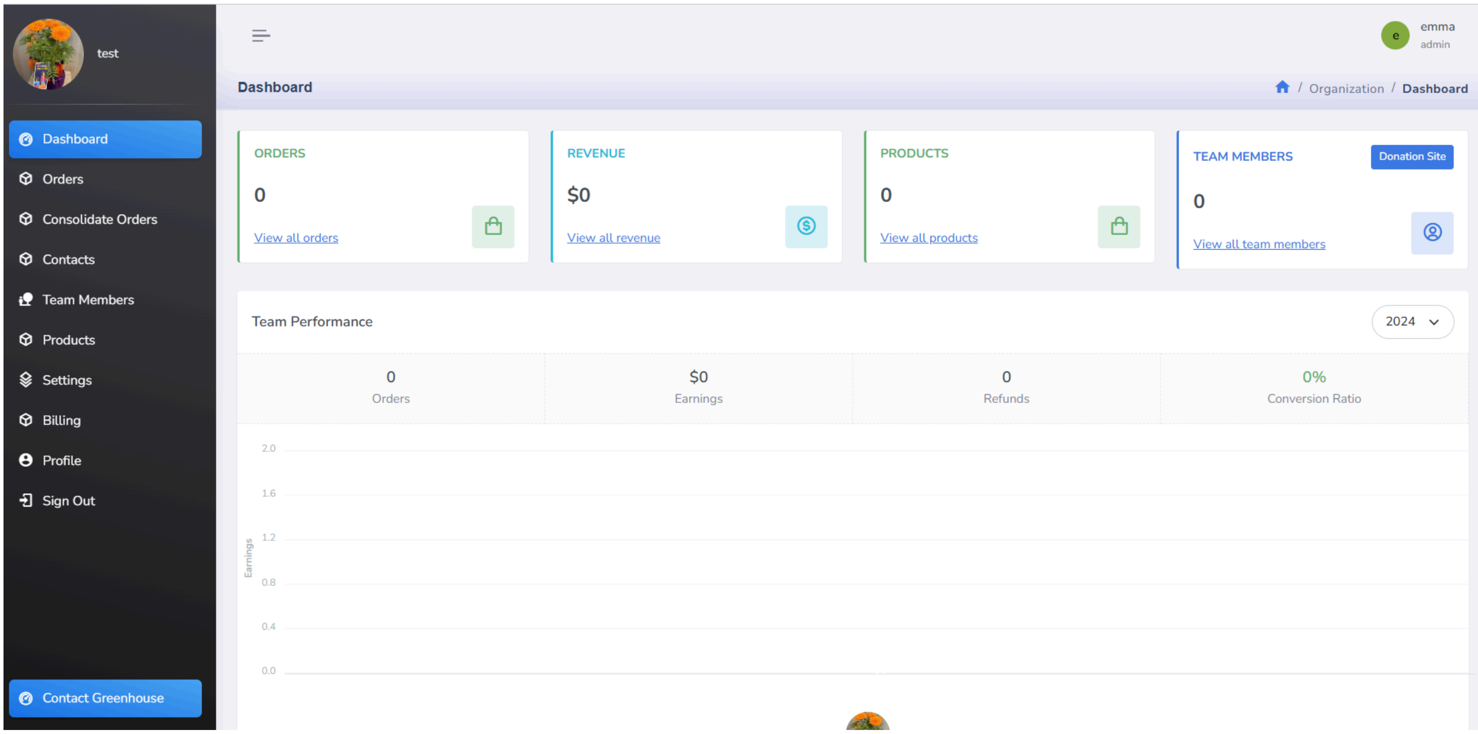
Getting your Account Set Up:

If not done already, Emma at Van Wingerden Greenhouses will get your organization set up on the online platform to get you ready to start selling. When we set you up as an "Admin" on this account, you will automatically be sent an email from PlantBuy with your login information (be sure to check your spam folder if you don't see it).

Please go to https://vwfundraiser.com/admin/ to log in with your email address and password.

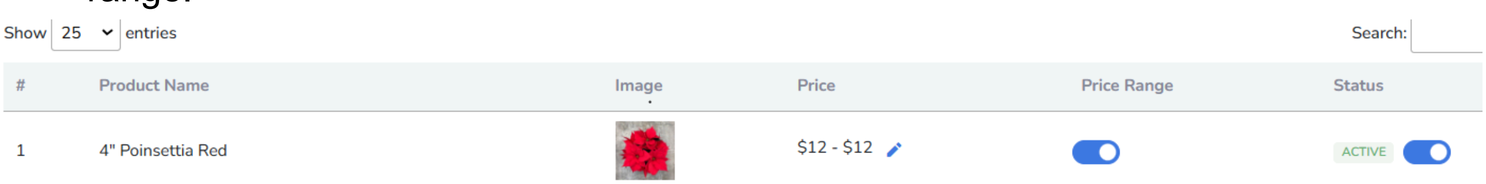


Once you have logged in, you will be directed to your account dashboard.



Step 1: View and select products and set product prices

- Click on “View all Products” on the dashboard page, or use the menu on the left and select “Products.” This will bring up a list of all the products we offer as fundraiser items with their prices, price range toggle, and status.
- If your organization has already established what prices you want to sell each item at, simply use the suggested selling prices already set (every item’s cost doubled - range), or use the “price range” toggle to set either a different flat price, or a price range.

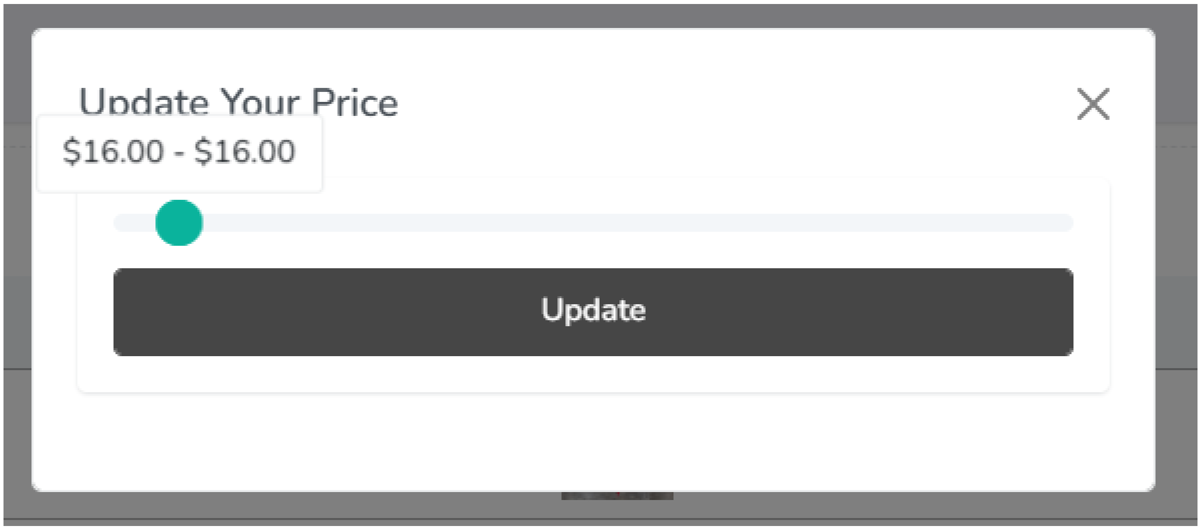


To change an item’s price and availability:

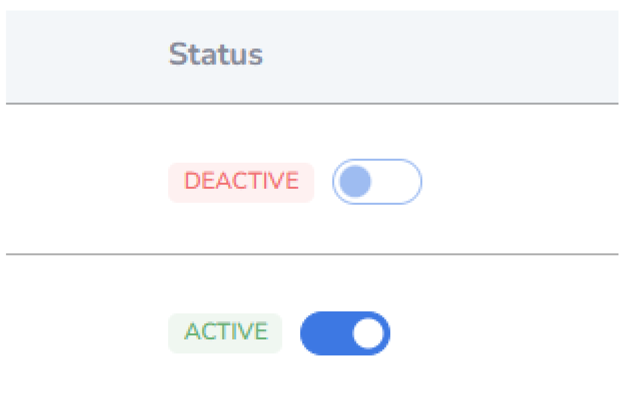
1. Use the toggle under “Price Range” - if it is turned off, then turn on the toggle so it turns blue.
2. A pencil icon will then appear next to the price range. You may have to refresh the page for it to pop up.
3. Click on this icon to update the price. A box will pop up at the top of your screen with a sliding price scale.

* Why provide a price *range*? - A price range can make it so that generous donors have the choice to pay more for any one item. The minimum price you set can be your baseline price, and the range up to your maximum price can be considered optional for those who want to pay more as a donation.

4. Use the sliding buttons to adjust the prices. If you want to set one flat price, simply slide one button to the desired price, and slide the other button to meet it at the same price. See below.



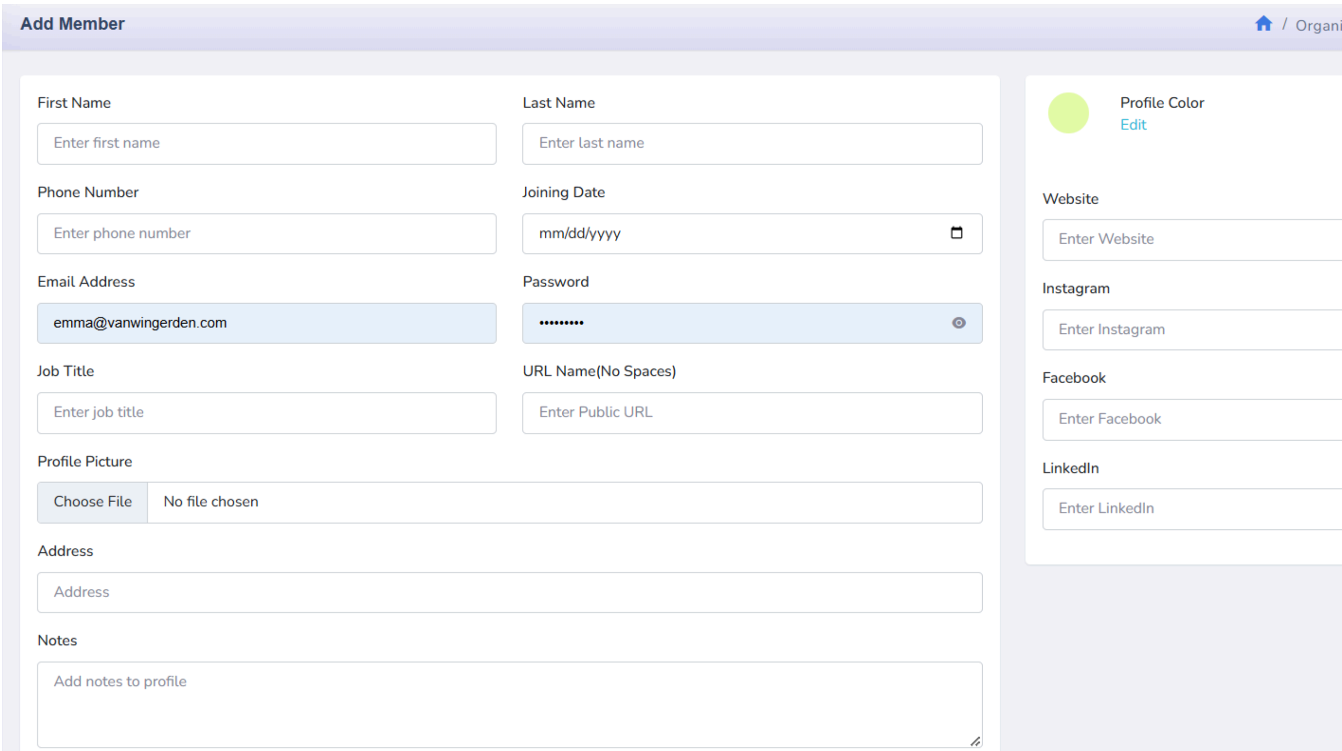
5. When you are satisfied with the pricing, click “Update.” Don’t forget to repeat for the same size items if applicable.
6. If you do not want to sell certain items (e.g. you only want to offer poinsettias and *not* wreaths), you can “turn off” an item’s availability by clicking the toggles under the **Status** column to “Active” or “Deactive”.



7. Please note that you are not charging your donors sales tax; however, if you are in WA state and do not have a Reseller’s Permit, by law we have to charge your organization sales tax on the money you make at the rate of your location code’s tax rate.

Step 2: Set up Team Members

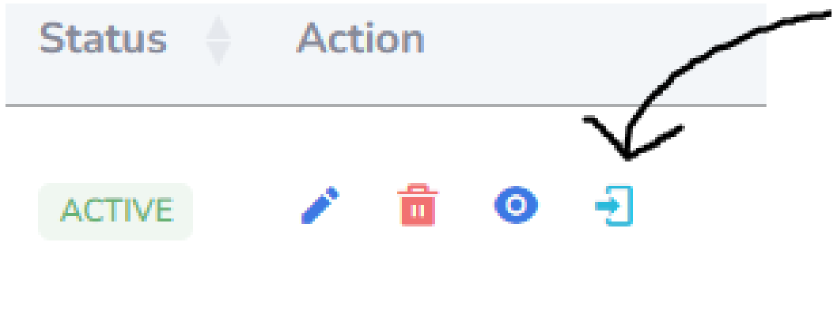
- When you are finished setting up prices for items, head over to the Menu on the left side of your screen and select “Team Members” from the list.
- Here, you can add all the members of your group/team/organization that will be participating in selling fundraiser items.
    1. In the upper right hand corner of the screen, select the +Add New button. That will bring up this page:



    2. Fill out the fields with the required information. It is not necessary to fill out the right-side Website, Instagram, Facebook, or Linkedin fields.
        - For “**Job Title**,” you can put anything along the lines of “team member” or another relevant title.
        - **URL Name**: Use the first or last name of the individual. If you have repeat names in your group, you can distinguish them with a last initial or other letter. A notification will pop up to indicate if the URL name is available or not.
        - **Password**: Create a password that is easy to remember. Try to use a different password for each team member account you create to increase security.
        - **Address**: You can use the group’s meeting address/delivery address.
        - **Profile Photo**: Not required.
    3. When all required fields are filled, click “Add Member” at the bottom right corner of the screen. This will create a team member! The member’s log in

information will be sent to them via email. Once they receive this email, they can start sending out their unique link and making sales right away.

4. Repeat the process for all members of your organization.
5. Note that once the organization members are set up, you can log in to their accounts:



By logging into their accounts, you can view their orders, add orders manually, view their profile, etc. This is a great way to ensure that everyone is on the same page and using their account appropriately.

A few Things to Keep in Mind!

- Exactly **two weeks** prior to your designated delivery date, your fundraiser will be made inactive so that you cannot receive any more online orders. This is when the orders will be consolidated and sent to our system to be processed!
- Please remind your sellers that they cannot sell their poinsettias to any donors who are out-of-state; unfortunately, we cannot ship poinsettias to anyone out-of-state who is unable to pick up their poinsettia from your pickup location. If by chance you do receive an order from someone who lives out-of-state or across the state, please try to catch it (you can locate it under the “Orders” tab in the menu), contact both the seller and donor, and unless a unique arrangement has been made, please notify us and we will help get it sorted out.
- For anyone wanting to pay with cash or check, please collect those orders *with* a Donation form or other physical order form. At the end of the fundraiser, please send those forms to Emma (or consolidate them all into one order form) - you can use the forms located on our website.

How You Will be Paid:

- When all orders have been collected and your online fundraiser has been deactivated, we will put the consolidated orders in our system and calculate the amount that we owe you.

- Go to the “Consolidate Orders” tab on the menu, where you can review your total Quantities of each item sold, Cost, Donations (gross earnings) Profit (Donations - Costs), the total tax you owe per your tax code rate, and Payout.
- Since any cash or checks you receive stay with you, this will show as a “negative” amount on your balance, and is automatically removed from the amount we pay you.
- This Payout amount, highlighted in green, is the amount we will pay you in the form of a check (if you would prefer one direct ACH payment, please contact us).

Adding Cash/Check Orders Manually:

You will likely have some customers who would prefer to buy their items directly from a seller and give them cash or check in return. This is totally fine! It will just require an extra step from you or your team members.

*Note: **Please use PHYSICAL Donation Forms for any cash/check orders throughout your selling period. Print out plenty of copies and provide them to your sellers so that there is documentation of these orders and for your reference when manually adding the orders online later.**

You can find copies of the Donation forms online at https://www.vanwingerden.com/programs/fundraisers/poinsettia-program/. At the fundraiser’s end, please take copies of the donation forms or consolidate the orders using a Consolidation form, and send this documentation to Emma (emma@vanwingerden.com). Thank you!

Team Members Adding their Orders Manually:

1. Log in to your account.
2. On the left hand menu, select “Orders”
3. Click on the blue “+ Create New” Button on the upper right hand corner of the screen.
4. Enter the email address, phone number, First and Last name, and Address (you can use the delivery address that your group uses) of the donor buying items from you.
5. Select either cash or check depending on how the donor paid.
6. Under “Add Items”: Select the first item they purchased from the dropdown menu. Select the quantity, as well as the $ amount they bought the item for. Then click “Add.”
7. Repeat this process for each item the donor bought.

8. When you have added everything, simply click submit. Done!

Team Admin/Leaders:

If you choose, you can be the one to add the orders manually instead.

1. Log in to your Admin account.
2. On the left hand menu, click on "Orders"
3. Find the "+ Create New" button in the upper right corner of the page.
4. Enter the email address, phone number, First and Last name, and Address (you can use the delivery address that your group uses) of the donor buying items from you.
5. Under the "Team Member" dropdown menu, select the profile of the team member who made that sale. This is an important step to make sure that sale shows up on their profile!
6. Under "Add Items": Select the first item they purchased from the dropdown menu. Select the quantity, as well as the $ amount they bought the item for. Then click "Add."
7. Repeat this process for each item the donor bought.
8. When you have added everything, simply click submit. Done!

For Team Members/Sellers: Accessing Your Unique Link for Selling

1. You will be sent an email from PlantBuy Admin that your account has been created. In the email will be your email and password that you will use for logging in. Follow the link in the email (https://vwfundraiser.com/admin/) and log in.
2. Once you are successfully logged in, you will be brought to your dashboard. In the menu on the left side of the screen, click on "Public Website" in the lower left corner. This will take you to your selling site, where donors will buy fundraiser items!
3. Copy the browser link. It will look something like this: https://vwfundraiser.com/org/(organization URL)/(your name/URL)
4. Paste the link into emails, texts, and your social media and share with friends and family, who can buy these items.
5. Track your sales in the "Orders" tab in the menu to see how you're doing. Don't forget to add orders that you manually wrote down and received cash or check for.

*Please note that you will not directly receive any of these funds. Funds will be paid to your whole organization at the fundraiser's end. Be safe and have fun!