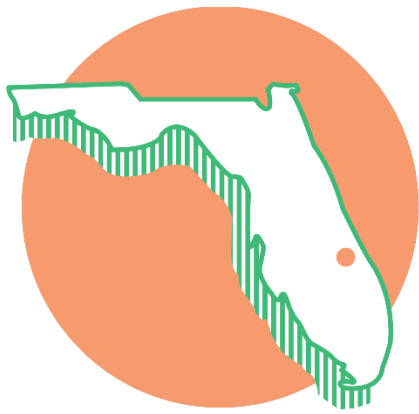


Coordinator's Guide



FLORIDA
INDIAN RIVER
GROVES

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Dear Coordinator,

Thank you for choosing to partner with Florida Indian River Groves Fundraising! We're excited to help you raise money and meet your organization's goals! To assist in making your fundraiser more successful, we've put together this coordinator's guide. This guide contains information that will help you save time and effort, as well as help answer any additional questions you may have.

As the coordinator, you set the tone for your event! Communication is crucial to your success. Be clear in your goals, timelines, and sale deadlines. Involve teachers, coaches, parents, church members, and organization members. Involving your team has proven to have better results for a successful and profitable fundraiser!

We're here to help make your role easy and fun! Please read through this material carefully, and reach out to us with any questions. Whether you're an experienced fundraiser coordinator or brand new, this helpful guide is full of information. We're excited to be on your team and look forward to working with you.

To your success!

Florida Indian River Groves Fundraising

1-800-468-3168

www.FloridaIndianRiverGroves.com



IMPORTANT REMINDERS

Review all your Sales Materials:

If you are conducting a **Premium Program** sale, with deliveries to your organization, you should have received the following:

- Full Color Fundraising brochures
- Money Collection Envelopes
- 2-Part Order Tally Sheets
- Participant Instructions for our Mobile App
- Coordinator Guide

If you are conducting a **Ship to Home Online Only** sale, with no deliveries to your organization, you should have received the following:

- Full Color Fundraising Brochures
- Participant Instructions for our Mobile App
- Coordinator Guide

Should anything be missing, please call your FIRG Account Manager. You can also visit our [website](#) to order more materials if needed.

Choosing your Sale Dates:

We suggest running your sale for a minimum of two weeks. This is long enough to hold a sale without “selling fatigue” setting in on the part of your participants. If a sale goes on too long, your participants can lose sight of your goals and your sales could decrease. Keep enthusiasm high and maintain a sense of urgency during your sale. Once your dates are set, you will be sent digital copies of sales materials (a cover letter explaining your fundraiser, etc.) with your specific dates added. If you need to make changes to the dates of your sale, please reach out to your Account Manager as soon as possible.

Brochures and Order Forms:

Make sure to include your organization’s unique Client ID # on ALL materials. This helps your supporters easily place online orders which further increases your organization’s profits. There is a spot on the back of the brochure to affix labels with your organization’s information. Be sure to include your organization’s sale dates and important deadline information on all materials and notices. Should you need to order more brochures, you can order through our [website](#) or by calling your Account Manager.

Submitting your Final Order

If you are conducting a **Premium Program fundraiser**, you will need to submit a final order. This will include cash and check purchases, as well as any orders which have been purchased online. **If you are conducting a Ship to Home Online Only Fundraiser, you may skip this step.** Your fundraiser will automatically end on the date specified. Your Account Manager will reach out to you to go over the final details of your sale and if possible, offer to extend your sale for bonus fundraising time. We will mail a profit check in the mail approximately 7-14 days after the conclusion of your final sale.

If submitting an order to be delivered to your organization, please follow this two-step process:

1. Visit the admin side of your organization's website by going to www.FloridaIndianRiverGroves.com and selecting "Client Login" from the main navigation menu. Once signed in, select "Manage" under your current fundraising campaign, click on the "Order" tab, and complete the form provided.
2. After you have submitted your order online, please call our office to confirm receipt and to speak with your Account Manager regarding available delivery options.

Information needed when placing your order:

- A final tally of all items ordered, by item number
- Delivery address
- Name and phone number of primary, onsite contact for day of delivery
- Name and phone number of backup contact for day of delivery
- Any days or times during which you **cannot** accept delivery

Please Note: With the Premium Program only, our gift boxes must be ordered in quantities of (6). For example, if you have only (4) boxes of one gift box in your order, this will automatically be rounded up to a quantity of (6) and those two additional boxes will be charged to you, but they are yours to sell at full cost. **This does not apply to the Ship to Home Program orders.**

Late Orders

For **Premium Program** fundraisers, the deadline for submitting that order is the last Friday of the delivery period. If your organization cannot meet that deadline, please call your Account Manager to discuss options.

If your fundraiser is a **Ship to Home Program** only, please disregard this section.

Invoice Payment Procedure:

Unless alternate terms have been agreed to in writing, and you are a public school, payment is due prior to delivery of product. You may view and pay your invoice online, accessing your client portal through www.FloridaIndianRiverGroves.com and selecting "Client Login" from the main navigation menu. After signing in to your online portal, invoice information can be found on the left-hand menu bar. A copy of your invoice will also be emailed to the fundraiser coordinator. Payments can be made by check or via ACH transfer (electronic check) on our website. We **do not** accept credit or debit cards for final invoice payment.

Delivery Procedure:

This does not apply to the Ship to Home Program orders.

We will first notify you with an email 7-10 days in advance with your projected delivery date and estimated 2hr delivery window. We will also call you with your actual delivery date and delivery window the day the truck leaves the packing facility with your fruit order. All drivers are instructed to call the Primary Onsite Contact 24hrs prior to actual delivery to confirm the delivery time window.

Your organization is responsible for unloading your order. Drivers will **not** unload nor do they provide any equipment to assist in unloading. All fruit is shipped on pallets. **Drivers do not accept payments of orders.** The fundraiser coordinator is required to organize volunteers to assist in unloading and distributing all orders.

Delivery Charges:

Orders of 500 Boxes or more ship **Free**

Orders between 100 and 499 boxes ship for a flat \$100 delivery charge

Orders under 100 boxes ship for \$349

There is **no minimum order requirement**. However, to maximize profitability, we highly encourage goal setting to ensure your group sells 100 boxes or more.

Reminder: With the Premium Program only, our gift boxes must be ordered in quantities of (6). For example, if you have only (4) boxes of one gift box in your order, this will automatically be rounded up to a quantity of (6) and those two additional boxes will be charged to you, but they are yours to sell at full cost. **This does not apply to the Ship to Home Program orders.**

Issues, Errors, Missing or Damaged Fruit

When unloading your **Premium Program** orders, take your time, and unload your entire order **before** beginning to confirm the count. Once your entire order has been unloaded, confirm the count while the driver is still at your location. If there are any discrepancies, be sure to call our office immediately, while the driver is still present. The driver will also have a copy of the delivery manifest.

We provide a 1% overage, free of charge, to help with the immediate replacement of any potentially damaged or missing fruit. **For BOTH PROGRAMS**, should your customers experience any issues after delivery, please have them call and speak to our Customer Care Team, or submit a claim via the "Support" menu on our website. All of our fruit comes with a **100% Satisfaction Guarantee**, and more than 97% of our boxes arrive in flawless condition. However, as with any perishable product, the potential for issues exists. It's important you know we stand behind our products and will work directly with your supporters to resolve any issues, ensuring they continue to support your organization for years to come.

Return Policy/Warranty of Product

At Florida Indian River Groves we only pack and ship the highest quality product. We strive to provide quality fruit and service to all of our customers. We also understand that there are some things that we simply cannot control, but we can control how we respond. If there are any issues at all with the quality of fruit, packaging, or the condition of your fruit please reach out to us directly and we'll do our very best to make things right. **1-800-468-3168**

- Fruit and other food items cannot be returned to us.
- All orders are final once they have been packed and processed for shipment.
- Once a product is ordered, and processed for shipment, we cannot make any exchanges or changes to shipping address or gift messages.
- By completing an order, the customer agrees to receive the product ordered. All sales are final.
- Payment with a credit card or online checking account will be charged at the time of checkout. This is an automatic process.
- If we ship the wrong item or to the wrong address it is our policy to replace the product or refund your monies paid to us.
- We make no warranty or claim as to the ripeness, flavor, texture, firmness, or color of any food item we ship. All these variables can vary by season and can depend on an individual taste or expectations.
- Please be aware you are ordering a Fresh Fruit product. We do everything that we possibly can do to provide the freshest, ripest, quality fruit as well as try to package and ship your order as safely and securely as possible.
- If a product arrives damaged contact us and we will help you determine the next step. If this happens, we will issue a [Customer Claim form](#). Upon the receipt of the filled out form, a member of our Customer Care Team will reach out with a solution to your specific issue.
- If a package is delivered that appears to have been tampered with in shipment, we advise not to consume the product. Contact us and we will ship a replacement.

- Any refunds agreed to will be made back to the credit card you used for the order and will be refunded within 72hrs and E-Checks refunded within 7-10 business days per the guidelines of your bank.

We will always work to do all we can to resolve any questions or problems in a timely fashion.

Please contact us with any questions 1-800-468-3168 or [Submit a Customer Claim Form](#)

Customer Care Response

All of our fruit comes backed with a 100% guarantee. While 97% of our boxes are shipped and delivered without any issue, there is a small 3% that sneaks through the cracks. When an issue does arise, our Customer Care Team will work with your supporters to provide a timely and appropriate resolution. Supporters may contact us by phone or may submit a Claim Form through the “Support” menu on our website.

When submitting a claim, please have at minimum the following information:

- Order Number
- Name of Purchaser
- Email used in Billing Information

If the box received was a gift, the recipient can simply provide their name, and one of our customer care specialists would be happy to search our records for the package.

Having accurate information helps us provide a faster response and a higher level of service. Once a claim form is submitted, our customer care team will reach out to the claimant within 48 - 72 hours. We do our very best to contact and respond to every claim we receive. We reach out by email and phone and ask for a response back. We will make a total of (3) attempts to reach the customer. If we do not receive a response, we will discontinue outreach, placing the claim in a suspended state, until we ultimately hear from the customer again.

An order can generally be replaced up to **20 days** after the selected delivery timeframe. After that time, the supporter will receive a refund. There are several refund options and our customer care specialists will go over those details with your supporters. Any refunds or replacements that are issued will **NOT** affect profits to your organization.

How to Kick-Off your Fundraiser

Review all Materials:

Be sure to review all the materials that were received. We have provided an area on the brochure for your organization to add important sale information, as well as a spot on the envelope as well.

Quick Tip: Printing out adhesive labels with this important information (sale dates, deadline dates, group Client ID#) to place on the collection envelope helps saves time and provides clear information for everyone.

Set Goals and Deadlines:

Clearly communicate how much money you need to raise, for what purpose the money will be used, the dates of your fundraiser, and the deadline for turning in final orders along with all monies collected. For higher participation and higher sales, have a quick meeting with everyone involved to present this information and answer any questions.

We have provided sample participant letters that can be modified to fit your organization's needs. Distribute these letters to help reinforce all important information and to get everyone excited about the upcoming fundraiser!

Assemble & Distribute Fruit Sale Materials for Participants:

Assembling a large number of packets can be overwhelming, so be sure to ask for help during this process. Many hands make for light work!

Assembling Packets for your Premium Program Fundraiser

All participants should receive the following items:

- A full color fundraising brochure
- A money collection envelope
- Order Tally Sheet
- Instructions for our Mobile App

Distribution

- Send out your participant letter.
- Be **excited** and clear about **WHY** you are holding a fundraiser.
- Set **DATES** of the sale.
- Set **DEADLINES** for all money to be due to the coordinator.
- Select **WHO** to contact should any questions come up during your sale.

Assembling Packets for your Ship to Home Online Only Fundraiser

All participants should receive the following items:

- A full color fundraising brochure
- Instructions for our Mobile App

Distribution

- Send out your participant letter.
- Be **excited** and clear about **WHY** you are holding a fundraiser.
- Set **DATES** of the sale.
- Set **DEADLINES** for all money to be due to the coordinator.
- Select **WHO** to contact should any questions come up during your sale.

Promote your Fundraiser:

You will have received digital marketing materials to be used in texts, emails, and on your social media platforms. Send this information to your participants to use as well. Download and set up our Fruit Fundraiser Mobile App! This app is designed to help get your organization's information out to as many people as possible, boost participation, and boost sales. Encourage your participants to download the app to promote the sale and increase orders. There is also information under the "PROMOTE" tab on your admin portal. There are email templates that can be used, as well as computer code for banners to be added to websites.

During your Sale:

Cheer everyone on and keep the excitement high!

Check-in frequently during your sale. Send friendly reminders of your sale end date and payment deadlines. This helps everyone keep on track to ensure your goal is met. Make sure to also include motivation and excitement about the fundraiser!

Every online sale is recorded in the REPORTS section of your admin portal. These reports contain helpful information for keeping a record of who sales are being credited to (if you have chosen to track sales by member), how much profit is being earned, and all reports can be downloaded for your organization's bookkeeping needs.

End of Sale:

Be sure to thank all your supporters! Post to social media, send emails, or send personalized “Thank You” notes.

Collect all orders and create a master order form. This will be the Final Order information you will need when calling in and submitting your order to FIRG. Make sure all information is clear, all totals match, and all money is collected and nothing is outstanding.

Reminder: With the Premium Program only, our gift boxes must be ordered in quantities of (6). For example, if you have only (4) boxes of one gift box in your order, this will automatically be rounded up to a quantity of (6) and those two additional boxes will be charged to you, but they are yours to sell at full cost. This does not apply to the Ship to Home Program orders.

Invoice:

If you are holding a **Premium Program Fundraiser**, your final invoice will be sent via email and can also be found in your admin portal along the left-hand side menu of the dashboard. Unless you are a public school, payment is due prior to delivery of fruit. Please keep in mind the payment deadlines to ensure successful delivery. Should you have any questions or concerns regarding your invoice, please call and speak to your Account Manager.

If you are holding a **Ship to Home Online Only Program**, all money has been collected online. You can check your sales total by looking at your Sales Summary Report in your administration portal under REPORTS.

Scheduling your Delivery:

When calling in your Final Order for your **Premium Program Fundraiser**, we will go over the delivery process. Our Transportation department will do their best to accommodate all schedules, but flexibility in your delivery date and time is requested. Please let us know if there are any days that you will not be able to accept delivery (example: not before school hours due to buses, no Sundays due to church services). Due to various delivery loads and locations, your order may be combined with other organizations for delivery. Please be clear with all information regarding your delivery:

- Provide Primary Onsite Contact for delivery day
- Provide a Secondary onsite contact for delivery day
- We deliver 7 days a week, 7 am – 7 pm
- You may request a preferred time: 7am-7pm, 7am-4pm, 4pm-7pm
- Time of delivery is not guaranteed. We will, however, do our best to accommodate your request
- Provide a delivery address that can accommodate a large semi-truck. Delivery location will need to be clear of obstacles that can make it difficult for the driver to enter and leave the area safely.
- We **cannot** deliver to residential areas or addresses due to the size of the delivery truck.

- Once delivery day and time have been assigned, we are unable to make changes to the delivery schedule without impacting other organizations.
- If you are unable to accommodate the scheduled delivery, and if you would like to cancel your order, **please contact our office immediately.**

Delivery Fees*:

100-499 total boxes = \$100 delivery fee

500+ boxes = FREE delivery

1-99 total boxes = \$349 delivery fee

Reminder: With the **Premium Program** only, our gift boxes must be ordered in quantities of (6). For example, if you have only (4) boxes of one gift box in your order, this will automatically be rounded up to a quantity of (6) and those two additional boxes will be charged to you, but they are yours to sell at full cost. **This does not apply to the Ship to Home Program orders.**

Late Orders:

With the exception of public schools, payment is due **10 days** from receipt of product.

If invoice payment is received after the 10 days, there is a 1.5% late charge.

Pre-Delivery Day:

- Double-check your final order form.
- Reach out to your volunteers to remind them that you will need their help unloading.
- Prepare any equipment to assist in unloading the truck. Fruit is delivered on pallets. The truck **will not** have a pallet jack, forklift, or hand cart.
- Prepare the unloading and distribution area. The area must be clear of obstacles for the driver and truck.
- Prepare an area where the fruit can be kept in a cool, dry area away from extreme cold or heat until delivered to the supporter.
- Reach out to the participants to let them know of the upcoming delivery date and set up a distribution schedule.

Delivery Day:

You will receive an email 7-10 days prior with your approximate delivery date and time. You will be notified of your delivery date and delivery time window by phone the day the truck has left our packing house. All drivers are instructed to call **at least 24hrs** prior to the scheduled delivery day to confirm the time.

- **Please be aware the driver is NOT responsible for the unloading of your order.**
- Drivers do **NOT** provide equipment to unload the order.
- Fruit is delivered on pallets. The truck will **not** have a pallet jack, forklift, or hand cart.
- Your organization is responsible for all unloading, providing any equipment needed to unload, and are also responsible for distributing all orders to your supporters. Most organizations unload by hand.
- Drivers **do not** collect money.
- Make sure to review your order prior to the driver leaving. FIRG always provides a 1% overage of fruit should there be any need to replace fruit immediately.
- Driver will have a manifest of the order as well to compare lists to.

If there are any order concerns, please call our office immediately at 1-800-468-3168. If after the delivery of fruit your supporter has concerns or issues, please direct them to call and speak to our Customer Care Team or to submit a claim via our website. All of our fruit comes with a 100% Guarantee. While 97% of our boxes arrive without issues, there is a small 3% that sneaks through. We will do our best to correct any issue.

Returned Checks, Late Fee, Collections

We will make (2) two attempts to deposit payment checks. If it has failed after the 3rd time, any accrued bank fees will be applied to the amount due and alternate payment arrangements will need to be made.

If payments are past the 10-day due date, a 1.5% late fee will be applied.

If payment has not been made and the account goes to collections, the client is then responsible for any additional court fees, including attorney fees that would incur during the collection process.

SAMPLE PARTICIPANT LETTER

PLEASE SUPPORT

Organization ID: _____

We are offering premium fruit from Florida Indian River Groves, hours off the tree, backed by a 100% satisfaction guarantee!

Shopping made EASY!

Catalog Sales: Use the beautiful, full-color catalog to shop and sell to friends, family and co-workers locally!

- Only orders for in-person delivery and/or pick up may be listed on the order forms.
- Print clearly and firmly on the order form.
- Write the participant's name and organization on the bottom of your order form.
- Return the white copy of the order form to your fundraising chairperson.
- Keep the yellow copy, as well as your catalog, to refer to after the product has been delivered.
- Collect all money while taking orders. Before you turn in your packet, be sure the total due and amount collected match.
- Checks are payable to: _____

Online Sales: If applicable, have your order delivered for free, to a central location for pick up. Deliver directly to the door of any address within the continental U.S. for only \$7.95.

To purchase:

- Go to: www.FloridaIndianRiverGroves.com
- Select "Order Now"
- Enter the Organization ID, found at the top of this page, and start shopping.

To sell:

- Automate outreach to contacts on your mobile device and social networks by using our FREE mobile app. Search "Fruit Fundraising" in your app store.

Important Dates

Fundraiser Starts: _____

Fundraiser Ends: _____

Money & Orders Due: _____

EJEMPLO DE CARTA DE PARTICIPANTE

POR FAVOR, APOYE

Identificación de la organización: _____

Ofrecemos fruta de primera calidad procedente de Florida Indian River Groves, a horas del árbol, ¡respaldada por una garantía de satisfacción del 100%!

Comprar es muy fácil.

Venta por catálogo: Utilice el hermoso catálogo a todo color para comprar y vender a sus amigos, familiares y compañeros de trabajo a nivel local.

- En los formularios de pedido sólo pueden figurar los pedidos para entrega y/o recogida en persona.
- Escriba claramente y con firmeza en la hoja de pedido.
- Escriba el nombre del participante y la organización en la parte inferior de su hoja de pedido.
- Devuelve la copia blanca del formulario de pedido a tu presidente de recaudación de fondos.
- Conserve la copia amarilla, así como el catálogo, para consultarlo después de la entrega del producto.
- Recoja todo el dinero mientras toma los pedidos. Antes de entregar el paquete, asegúrese de que el total adeudado y la cantidad recaudada coincidan.
- Los cheques son pagaderos a _____

Ventas en línea: Si procede, haga que su pedido se entregue de forma gratuita, en una ubicación central para su recogida. Entregue directamente en la puerta de cualquier dirección dentro de los Estados Unidos continentales por solo 7,95 dólares.

Para comprar:

- Ir a: www.FloridaIndianRiverGroves.com
- Seleccione "Pedir ahora"
- Introduzca el ID de la organización, que se encuentra en la parte superior de esta página, y comience a comprar.

Para vender:

- Automatice el alcance de los contactos en su dispositivo móvil y en las redes sociales utilizando nuestra aplicación móvil GRATUITA. Busca "Fruit Fundraising" en tu tienda de aplicaciones.

Fechas importantes

Comienza la recaudación de fondos: _____

Fin de la recaudación: _____

Dinero y pedidos: _____

¿Preguntas? Llame a _____ en _____

Fun, Simple, Low-Cost Incentives

Setting goals and offering incentives helps motivate participants to work harder to sell more product. Keep the excitement going during your sale and if possible send reminders during your sale. Here are some ideas that could help motivate your organization and reward their hard work:

- Student wins the privilege of "Principal/Teacher for the Day/hour/period"
- Free Homework Passes
- Dress Down Day
- Spirit Awards
- Crazy Dress-Up Day
- Ice Cream or Pizza Party
- Gift Certificates to local eateries/shops
- A percentage off or Free team jersey
- Daily Surprises/Drawings
- Raffle Ticket towards a reward
- Lunch with a Friend/Staff Member
- Top Class/Grade/Level Recognition

Ecommerce Website Set-Up Guide

Once you have been sent the links to your **1). Administration site** and **2). Ecommerce site**, you are only moments away from starting to sell online!

1). Administration Set-Up

5 easy steps to complete:

1. **Set up Contacts** – confirm the primary contact for the fundraiser is and if there is an additional contact, please add that name/phone number/email address here.
2. **Set up Sale Dates** – Select which delivery window you would like to sell between and enter a Sale Start Date and Sale End Date.
3. **Prices** – If this is your first time selling, we do recommend using our suggested retail pricing. We've had proven success with these prices and they yield great profit margins. Should you choose to adjust those prices, here is where the adjustments are made.
4. **Members** – If you are tracking sales by participants, follow the directions to upload your list of participant names in this section. If you choose not to track sales, simply check the corresponding box.
5. **Automatic Promotion** – in this section you choose the frequency of the notifications the Fruit Fundraising Mobile App generates. You can also select to have emails sent automatically to a list of contacts you provide.

Your Account Manager may have already set up this information for you, but please double-check that all the information is correct. If there are any changes needed and you need assistance doing so, please reach out to your Account Manager.

2). Ecommerce Site

Your organization will have its own unique website link for your fruit sale. This website is connected to your Client ID#. This link can be found by clicking on the orange "eCommerce" button found on your main dashboard. This is the link that needs to be included on all texts, emails, social media posts, and flyers you may create to help promote your sale. Make sure all your participants are aware of this website link as well by including it on all of their sales materials.

All eCommerce sites have a standard welcome message at the top of the page. This message is easily customizable. Log in to your administrator dashboard and click on PROMOTE. There is a section on the first tab where you can type in your own personal welcome message. Use this message to let your supporters know what exactly you are fundraising for and any other information you want to share with them.

Online Selling Guide

Selling online allows you to reach more potential supporters – family, friends, and more outside of your immediate selling area!

- Allows customers to make purchases with their credit cards or by e-check (online check)
- Offer Online Only options for Holiday Gift Giving
- No money to collect or paperwork to lose
- Download your reports for all online orders
- Supporters can choose from two delivery options:
 1. **Ship to Organization** – Your supporter's order will be included in the total number of boxes on the truck with your in-person sales
 2. **Ship to Recipient** – Your supporter's order will ship to the address they choose and will pay the \$7.95/per box shipping cost
- Use our Fruit Fundraiser Mobile App to increase online sales and automate selling

Easy App Set-Up Guide

Our Fruit Fundraiser Mobile App is an easy, simple way to boost participation and sales. The participants only need to access the app once and the app will market the fundraiser for them. As the coordinator, you determine the frequency of the push notifications. Your participants download the Fruit Fundraising Mobile App and connect to your sale. The app prompts the user to access their Contact List. They then choose contacts to receive push notifications and social media platforms and the app will do the selling for them! It's the perfect way to save time, sell more, and earn more!

Get Started:

- Visit the Apple or Android app stores and search for "Fruit Fundraiser" and download it to your mobile device
- Select your organization name
- Select contacts from your address book to invite and connect with your social media accounts
- Once you approve the actions, the app will then send out push notifications to those pre-selected contacts and post your selected social media platforms
- Posts and push notifications will include a link to your online eCommerce selling page for those supporters to make a purchase
- Once a purchase has been made, you will receive a notification and the supporter will no longer receive push notifications regarding your sale

Make sure to share this information with your participants and they download the app as well. Doing so will boost your sales while saving time. There is a handout included in your digital marketing materials as well as a flyer that was sent with your sales materials. If you need additional copies, they can be found under Resources at www.FloridaIndianRiverGroves.com.