



FUNDRAISING WITH JOSE MADRID SALSA

How a Fundraising Campaign Works

Six steps take your group from sign-up to salsa on your supporters' tables.



STEP 1
Sign up



STEP 2
Set up



STEP 3
Account



STEP 4
Team



STEP 5
Sell



STEP 6
Submit

1

Sign up for your fundraiser

Start on our fundraising start page and choose how your group wants to raise money.

→ fundraising.josemadridsalsa.com/start

2

Set up your campaign

Make your choices and tell supporters your story:

- ✓ Pick a salsa package: 9, 16 or 25 flavors
- ✓ Choose order forms or online only
- ✓ Choose your three campaign colors
- ✓ Upload a logo and/or a cover photo
- ✓ Write a mission statement and an About Us description for your page

3

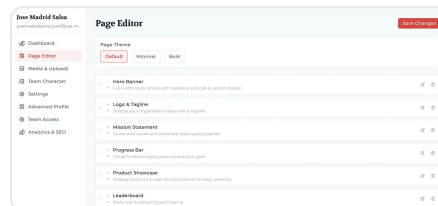
Create your fundraiser account

When everything is complete, create your fundraiser account. From then on you can log in to your fundraising portal.

4

Personalize your page and enlist your team

In the portal, personalize your fundraising page, add your team members and send each of them a personal invite by email to get them enlisted.



5

Sell the salsa

Now go out and sell! The documents for every program are on our fundraising start page. Download the right file, unzip it and start selling.

→ fundraising.josemadridsalsa.com/start

6

Submit your final totals **NEW STEP**

When you are finished, submit your final collected totals and orders to us. We get every order filled so everyone gets paid and gets their salsa quickly and on time.

→ fundraising.josemadridsalsa.com/submit

Questions? Just ask.

Please don't hesitate to reach out. Thank you for fundraising with us!

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