

FAQ

How much do the Go-Cards cost?

The cost per card depends on the number of cards you purchase. The more you buy, the lower cost per card.

Number of Cards	Cost Per Card
250	\$5
500	\$3
1000	\$2
2000	\$1.50
5000	\$1.35
10,000+	\$1.20

How much should my group sell the cards for?

We don't regulate or control the price that you sell the cards for; the price you charge is up to you. Most groups sell the cards for between \$10 and \$20 each.

The price you charge will depend on local economic conditions in your area, how aggressive your sales goal is, and how cooperative your prospective customers will be in supporting your group.

A \$10 selling price is always a "safe price" – meaning you will rarely experience any price resistance and you will encounter many customers who will buy more than one card. The advantage of a \$10 selling price is that your sales volunteers (students, players, members) will get a lot of buyers, and that will keep them enthusiastic and willing to persevere until they have sold their share of cards.

On the other hand, a \$20 selling price will generate more profit per card, and will allow you to reach your sales goal faster (as long as you're not encountering any significant price resistance).

Keep in mind that you can always sell cards for less than the face value (the price that is printed on the front of the cards). For example, you might decide to have us print a \$20 price on the cards and then start selling them for that price – but then as your campaign winds down, in order to boost sales or finish up quickly, you might decide to offer quantity discounts, or run a “buy one, get one free” sale.

Once you've reached your sales goal, if you still have cards left over, you may decide to sell them at a reduced price.

How much profit can my group make?

That depends on how many cards you order, how many cards you sell, and the price that you decide to sell your cards for.

Here is your profit potential on various size order quantities (assuming you sell the cards for \$10 each):

Number of Cards	Cost Per Card	Order Cost	Revenue If You Sell the Cards for \$10 Each	Profit	Profit Percentage
250	\$5	\$1250	\$2500	\$1250	50%
500	\$3	\$1500	\$5000	\$3500	70%
1000	\$2	\$2000	\$10,000	\$8000	80%
2000	\$1.50	\$3000	\$20,000	\$17,000	85%
5000	\$1.35	\$6750	\$50,000	\$43,250	86%
10,000	\$1.20	\$12,000	\$100,000	\$88,000	88%

Notice the profit percentage; most fundraising products top out at 50% profit. The Go-Card offers **MUCH HIGHER** profit percentages than any other fundraising product you'll find.

Here is your profit potential on various size order quantities (assuming you sell the cards for \$20 each):

Number of Cards	Cost Per Card	Order Cost	Revenue If You Sell the Cards for \$20 Each	Profit	Profit Percentage
250	\$5	\$1250	\$5000	\$3750	75%
500	\$3	\$1500	\$10,000	\$8500	85%
1000	\$2	\$2000	\$20,000	\$18,000	92%
2000	\$1.50	\$3000	\$40,000	\$37,000	92%
5000	\$1.35	\$6750	\$100,000	\$93,250	93%
10,000	\$1.20	\$12,000	\$200,000	\$188,000	94%

Notice the profit percentage; most fundraising products top out at 50% profit. The Go-Card offers **MUCH HIGHER** profit percentages than any other fundraising product you'll find.

What's the best number of cards for my group to order?

That depends upon several factors, including:

- Your fundraising goal (the dollar amount that you need to make from this fundraising campaign)
- Whether your goal is a "must-achieve" amount or just a loose estimate
- How much you're planning to sell the cards for
- The number of sales volunteers that will be selling cards
- The makeup of your group (ages, maturity, motivation)
- How long your fundraising campaign will last
- What incentives you plan to offer to encourage and motivate your group (contests, awards, mandatory quotas)

In order to determine your optimum order quantity, we suggest that you use our **Sales Plan Worksheet & Profit Calculator**, which can be found at the bottom of the home page of our website (click on the calculator icon).

Please call us before reaching your final decision regarding your order quantity. We're used to working with these numbers, and can help you decide upon an optimum order quantity that will maximize your profit potential based on your specific situation. You don't want to under-order and not have enough cards to reach your goal, and you also don't necessarily want to over-order and have extra cards left over. We can also inform you of any current Go-Card specials, incentives or promotions that you may be able to take advantage of.

Is there a minimum order?

The minimum order is 250 cards.

If you're interested in ordering 250 cards, please read the following first:

Comparison between a 250-card order and a 500-card order

Let's assume that you're planning to sell the cards for \$10 each.

Your cost for 250 cards is \$5 per card, for a total order cost of \$1250. That means that **your breakeven point is 125 cards**; in other words, once you've sold 125 cards at \$10 each, you'll have taken in \$1250, which is the exact amount you need to pay for your order.

At that point you'll still have 125 cards remaining that you own free and clear. If you sell all of them for \$10 each, you'll end up with \$1250 in profit.

Now, let's compare this with an order of 500 cards.

Your cost for 500 cards is only \$3 per card, for a total order cost of \$1500. That means that **your breakeven point is only 150 cards**; once you've sold 150 cards at \$10 each, you'll have taken in \$1500, which is the exact amount you need to pay for your order.

At that point you'll still have 350 cards remaining that you own free and clear. If you sell all of them for \$10 each, you'll end up with \$3500 in profit.

The bottom line is that **your group only has to sell 25 more cards in order to pay for a 500-card order**; most groups bump their order up to 500 cards once they realize how these numbers work.

Order Quantity	Cost Per Card	Total Order Cost	Breakeven Point	Profit Potential
250 Cards	\$5	\$1250	125 Cards	\$1250
500 Cards	\$3	\$1500	150 Cards	\$3500

So, once your group sells 125 cards, you'll have enough to pay for a 250-card order. But if you sell 150 cards (which is only 25 more) - you'll have enough to pay for a 500-card order, **so you might want to consider ordering 500 cards rather than 250.**

***** IMPORTANT *****
BE SURE TO READ THIS BEFORE DECIDING
HOW MANY CARDS TO ORDER

Because of the significant price break offered when moving to the next higher order quantity level, you'll be very surprised to discover how advantageous it can be to go to a higher order quantity (even if you don't sell all of the cards!)

For example, let's consider the previous example of a 250-card order vs. a 500-card order, and let's assume that you're planning to sell the cards for \$10 each.

At the 250-card level, the cards cost \$5 each.
The total order will cost $250 \times \$5 = \1250 .
If you sell all 250 cards for \$10 each, you'll take in $250 \times \$10 = \2500 .

Your profit will be the amount you take in minus the total order cost.
 $\$2500 - \$1250 = \$1250$.

Now, let's compare if you would order 500 cards instead.

At the 500-card level, the cards cost \$3 each.

The total order will cost $500 \times \$3 = \1500 .

If you only sell 275 cards for \$10 each, you'll take in $275 \times \$10 = \2750 .

Your profit will be the amount you take in minus the total order cost.

$\$2750 - \$1500 = \$1250$.

See what happened?

In the first scenario, you ordered 250 cards, sold 250 cards, made \$1250 profit and have no cards left.

In the second scenario, you ordered 500 cards, sold 275 cards, made the same \$1250 profit, and have 225 cards left that you can sell to make additional profit.

So the bottom line is, as long as you know that you'll sell at least 275 cards, you're better off going with a 500-card order.

Here's a chart that will help you decide which order quantity is best for you (assuming you sell the cards for \$10 each).

If You Know You Will Sell At Least This Many Cards:	And You Are Considering the Next Larger Order Size of This Many Cards:	How Many Cards You Actually Need to Sell to Justify the Larger Order
250	500	275
500	1000	550
1000	2000	1100
2000	5000	2375
5000	10,000	5525

Here's a chart that will help you decide which order quantity is best for you (assuming you sell the cards for \$20 each).

If You Know You Will Sell At Least This Many Cards:	And You Are Considering the Next Larger Order Size of This Many Cards:	How Many Cards You Actually Need to Sell to Justify the Larger Order
250	500	263
500	1000	525
1000	2000	1050
2000	5000	2188
5000	10,000	5263

What if we don't sell all the cards that we order?

That's another advantage of the Go-Cards. **You don't have to sell all the cards that you order!**

Here's an example:

Suppose you have a fundraising goal of \$6000, and so you order 1000 cards for \$2 each. Your total order cost is $1000 \times \$2 = \2000 .

In order to make \$6000 profit, you'll have to sell 800 cards:

$800 \text{ cards} \times \$10 \text{ selling price each} = \text{gross revenue of } \8000 , minus your total order cost of \$2000, = a profit of \$6000.

Notice that you have reached your fundraising goal, and have 200 cards left. So what do you do with the extra 200 cards? You can do whatever you want with them; after all, they are fully paid for and you have already reached your profit goal, so you can:

- ❑ Continue to sell these extra 200 cards for \$10 each and make an additional \$2000 profit
- ❑ Sell them for a reduced amount each for a quick sale
- ❑ Offer discounted prices for buying a large quantity of cards (you can approach local businesses about this – more on this later)
- ❑ Throw them away (seriously ... they don't have any real value until somebody actually uses them, so it doesn't matter if you throw them away, donate them, etc.)

In the previous example, why wouldn't we just order 800 cards rather than 1000?

If you look at the pricing chart on our website, you'll see that 800 cards falls between two order quantities – 500 cards and 1000 cards. If you order at least 500 cards but less than 1000 cards, your cost is \$3 per card, but if you order 1000 cards, your cost drops to only \$2 per card.

In this example, 800 cards x \$3 each = a total order cost of \$2400. However, if you order 1000 cards at \$2 each, your total order cost would only be \$2000.

So the question is would you rather pay \$2400 for 800 cards, or \$2000 for 1000 cards?

I thought so!

Can we return unsold cards for credit?

Since the cards are customized for your group (the front side shows your logo, photograph or specific identification or contact information for your organization) we cannot accept unsold cards back from you, simply because they are of no use to us at that point.

What we can do is provide you with simple and easy tips and tricks, video tutorials and sales training that will help you sell **ALL** the cards that you've ordered.

That produces a much better outcome for you anyway!

Beware discount card companies that offer to accept unsold customized cards back for credit. Those cards are of no use to them either, and what they often do is jack up their prices so that the extra revenue they get from you on the front end will more than cover any cards that you might possibly return.

Often these companies make the return process cumbersome and time-consuming on purpose, in order to discourage groups from actually returning the cards. They're banking on you not actually going through all the trouble of boxing the cards up, filling out all of their return paperwork, taking the package to the post office, etc.

It's often a deceiving smoke-and-mirrors marketing technique in order to get you to focus on the wrong things and sign up with them.

You'll be much better off if we teach you how to sell all the cards that you order so that you'll make the maximum profit possible. With all of the techniques that we provide on our special hidden, password-protected **Customer Resources** section of our website, there is no reason not to be able to sell all of the cards that you have ordered, as long as your group is cooperating with you. You'll have full access to this section of our website once you officially become a customer by submitting a completed Fundraising Agreement.

However, if your organization is not fully cooperating with you, and because of that you're having trouble selling all of your Go-Cards, just give us a call. We'll work with you one-on-one to help you find alternative ways to sell these cards and reach your profit goals. We wouldn't want you to just "waive the white flag" and give up trying to sell the remaining cards.

What happens if we sell all of the cards and want to order more?

We can give you a lower price per card as long as you place your reorder within 90 days of the date you received your original order, and provided there are no changes to the artwork or text on the front or back of the card.

Number of Additional Cards Purchased	Reorder Cost Per Card
250	\$3.50
500	\$2.50
1000	\$1.75

When do we pay for the Go-Cards?

You have several options -

1) **PREPAYMENT:** By paying for your total order cost up front at the time you place your order, **you'll receive an additional 10% more cards free.** Most of our customers choose this option since it allows them to make significantly more money. If you want to maximize your profit potential, choose this option.

2) **HALF DOWN:** With this option, you pay half of the total order cost up front, and you'll have 30 days from the time you receive your cards to pay the remaining balance. By choosing this option, **you'll receive an additional 5% more cards free.**

*This option requires you to provide valid credit card information as security for the order, and may require credit approval; some restrictions apply. See your Fundraising Specialist for details.

3) **\$250 DOWN:** With this option, you pay \$250 up front, and you'll have 30 days from the time you receive your cards to pay the remaining balance. **This is a good option for groups that have limited funds.**

*This option requires you to provide valid credit card information as security for the order, and may require credit approval; some restrictions apply. See your Fundraising Specialist for details.

4) **NO MONEY DOWN:** With this option, **you don't have to pay anything in advance;** you'll have 30 days from the time you receive your cards to pay your invoice. By choosing this option, you can pay your invoice out of the

money that you generate by selling the cards.

*This option is only available to accredited academic schools or repeat customers in good standing, requires a valid credit card or purchase order as security for the order, and may require credit approval; some restrictions apply. See your Fundraising Specialist for details.

Check out **how much more profit you'll make simply by prepaying for your cards** at the time you place your order (assuming you sell the cards for \$10 each):

Number of Cards	Profit if You Sell the Cards for \$10 Each	Additional Cards You Get for Prepayment	Revised Profit	You'll Make This Much More Profit
250	\$1250	25	\$1500	\$250
500	\$3500	50	\$4000	\$500
1000	\$8000	100	\$9000	\$1000
2000	\$17,000	200	\$19,000	\$2000

Check out **how much more profit you'll make simply by prepaying for your cards** at the time you place your order (assuming you sell the cards for \$20 each):

Number of Cards	Profit if You Sell the Cards for \$20 Each	Additional Cards You Get for Prepayment	Revised Profit	You'll Make This Much More Profit
250	\$3750	25	\$4250	\$500
500	\$8500	50	\$9500	\$1000
1000	\$18,000	100	20,000	\$2000
2000	\$37,000	200	\$41,000	\$4000

What if we don't sell all of our Go-Cards within 30 days?

The good news is **you don't have to sell ALL of the cards within 30 days!** However, if you want to be able to pay for your Go-Card order entirely out of the funds that you generate from selling the cards without advancing any out-of-pocket costs, then you need to sell enough Go-Cards to reach your **breakeven point** within 30 days.

To calculate the breakeven point, take your total order cost and divide it by the price you are selling the cards for individually.

For example, let's say you order 1000 Go-Cards @\$2 each, for a total order cost of \$2000. You sell the cards for \$10 each. Your **breakeven point (how many cards you have to sell in order to cover the cost of your purchase)** is $\$2000 / \$10 = 200$ cards.

As soon as you sell 200 cards @ \$10 each, you have generated \$2000 in revenue, and have collected enough money to cover the cost of your purchase. You now own the rest of the 800 cards free and clear. You can take as long as you want to sell them, and each card you sell after this point is 100% profit since you've already covered the order cost of the cards.

It usually doesn't take long at all to reach the breakeven point.

Here is a chart showing breakeven points for various order quantities (assuming you sell the cards for \$10 each):

Number of Cards	Total Order Cost	Breakeven Point
250	\$1250	125 Cards
500	\$1500	150 Cards
1000	\$2000	200 Cards
2000	\$3000	300 Cards
5000	\$6750	675 Cards
10,000	\$12,000	1200 Cards

Here is a chart showing breakeven points for various order quantities (assuming you sell the cards for \$20 each):

Number of Cards	Total Order Cost	Breakeven Point
250	\$1250	63 Cards
500	\$1500	75 Cards
1000	\$2000	100 Cards
2000	\$3000	150 Cards
5000	\$6750	338 Cards
10,000	\$12,000	600 Cards

What forms of payment do you accept? Can I pay with a credit card?

You may pay with a company check, personal check, e-check, money order, Visa, MasterCard, American Express, Discover or PayPal. You may also pay by phone by calling us at 1-888-251-1248.

I've heard that you offer free cards in some situations. How can I get free cards?

There are three ways to get additional cards for free:

- 1) If you **pay for your total order cost at the time you place your order**, you will **receive 10% more cards free.**
- 2) If you **pay for half of your total order cost at the time you place your order**, you will **receive 5% more cards free.**

- 3) If you **sign up all of the restaurants yourself rather than have us do it**, you'll **receive 10% more cards free** (more on this later)

For example, if you order 1000 cards and pay for these cards at the time you place your order, you'll get 100 additional cards for free.

Since you're not paying anything for these extra cards, you'll make 100% profit when you sell them (assuming a \$10 selling price per card):

100 cards x \$10 selling price each = **\$1000 additional profit.**

If you do both - pay for your order up front **and** sign up the restaurants yourself - you'll get 20% additional cards free! In our example above, that would give your group the ability to make \$2000 in additional profit (assuming a \$10 selling price per card) and \$4000 in additional profit (assuming a \$20 selling price per card).

What if I find a company that offers a lower price on discount fundraising cards?

We'll match the prices offered by any legitimate discount card company that is advertising a lower price on identical cards online. See your Fundraising Specialist for details.

Is there any discount if we pay for our purchase up front?

If you pay for your purchase at the time you place your order, we will send you 10% more cards than you have ordered. For example, if you order 1000 cards and pay the entire order cost at the time you place your order, you will receive 100 extra cards. If you sell those extra cards at \$10 each, that's an additional \$1000 profit for your organization ... so paying up front is definitely to your advantage.

How do I sign up and get started?

If you're ready to get started, give us a call and we'll send you a Fundraising Agreement. Simply complete this form, sign and return to us and that will set everything in motion.

How long are the Go-Cards valid?

Your cards will display an expiration date that is at least one year from the date you receive them.

Are the discounts only good one time, or are they good for repeated use?

The Go-Card offers are good for continuous, repeated use for a one-year period.

Are there any other restrictions regarding their use?

The following conditions are printed on all Go-Cards:

- Not Valid With Any Other Offers or Discounts
- Not Transferable
- Discounts Are For Cardholder Only
- "Buy One, Get One" Offers Valid on Equal or Lesser Value Only
- Valid at Participating Locations Only
- Limit One Discount Per Customer Per Visit
- Discounts Not Valid on Alcohol, Tax or Tip
- Expires m/d/yy

What price do you recommend selling the Go-Cards for?

A \$10 selling price is always a safe bet. At that price, the decision is almost a “no-brainer” for prospective customers, who will give your sales volunteers a \$10 bill without even really thinking much about it.

However, some nonprofit organizations sell the Go-Cards for \$15, \$20 ... even \$25 each.

If you choose to sell the cards for more than \$10 each, you may run into a bit of price resistance and more prospective customers may tell your sales volunteers “no.”

Since the success of your fundraising campaign will be determined by how enthusiastic, cooperative, energetic and motivated that your sales volunteers are, you want to be careful not to raise your selling price too high. Doing so may enable you to earn more profit per card, but also could result in your sales volunteers making fewer sales.

Some situations will allow you to sell your cards for higher prices. Let’s say your school just experienced a failing tax levy and you’re now in a widely-publicized emergency situation. In order to keep sports or other extracurricular activities from being cut, you must raise a lot of money quickly. In these circumstances, you may be able to price your cards higher if you feel that your community will be sympathetic to your cause and willing to pay more for the cards.

Similarly, if you’re selling cards to support a popular charity, you may be able to get more for that type of cause than you would if you were raising money for something of less importance, such as parking lot repairs for a church. What it really comes down to is what price you think will be accepted by people in the neighborhoods in which you will be selling.

What price should we have printed on the front of the cards?

We strongly suggest printing a higher price on the card than you're actually planning to sell it for. That will definitely help you sell more cards.

For instance, imagine what impact on your sales would be if your Go-Cards displayed a price of \$20 and your group sold them for \$10 each?

A higher face value such as \$20 will raise the perceived value in your prospective customers' minds. If the card has a \$20 price on it, your customers will regard it as having a \$20 value. When they find out that you're selling it for \$10, they will jump on that half-price deal quickly.

A higher face value will also allow you to do quantity discounts and still make good profit. For example, let's say that you approach a car dealer and strike a deal with him to buy 50 cards that he can give out to his prospective customers. You could show him the cards with the \$20 face value, and tell him that if he is willing to buy 50 of them, that you'll give them to him for the reduced price of \$8 each. You'll benefit from the 50-card sale and he'll benefit from the lower cost. That's harder to accomplish if the cards only showed a \$10 face value – it wouldn't have nearly the same impact.

What restaurants will be on the Go-Card for my area?

The Go-Card that we create for you:

- will be composed of restaurants and businesses that are popular in your area
- will feature offers, deals and discounts that are appealing and enticing to your prospective customers
- will be easy for your group to sell
- will be accepted, well-liked and used frequently by your customers

Obviously, you know your area way better than we do, so the best way for us to create a card that you'll be able to sell quickly and that will be well-received by your customers is **to ask you which restaurants and businesses in your area that you'd like to have on your card.**

Once you send in a completed **Fundraising Agreement** and “officially” become our customer, we’ll send you a list of every restaurant within a 5 mile radius of where you will be selling your cards (we can expand this radius if you live in a remote, rural area). This list is generated using specialized software that “scrapes” the Internet searching for restaurants in a particular area and organizes the results into an easy to manage spreadsheet. This list will contain nationally-known franchises such as McDonald’s, Burger King and IHOP, as well as locally owned, “mom-and-pop” one-location restaurants.

So now you’ll have a list of hundreds of restaurants. Now what?

Well, we can only fit 12 restaurants on the back side of a Go-Card, but we’re going to ask you to pick 36 restaurants and businesses right on the spreadsheet. All you do is enter an “X” in the column next to the restaurant name.

Why 36?

Not every restaurant that you choose will ultimately be on your Go-Card. Even though we don’t charge anything for a restaurant or business to be on the card (that’s right – **it’s completely FREE for them!**), we’re not always able to make every deal go through.

- Some restaurants are not permitted to participate in this type of fundraising promotion due to corporate rules, policies and restrictions. They may do all of their marketing “in-house,” and may not allow their individual stores to partner with other restaurants and companies on promotional products such as The Go-Card.
- Some national chains have a policy of either doing their marketing promotions “across the board” (with every outlet doing the identical promotion at the same time), or not doing them at all.
- Some restaurants simply don’t offer discounts (like Cracker Barrel and Chipotle) and some do not want to project a “discount image” (like most high-end, fine dining establishments).
- Some restaurants may love the idea, but it might be bad timing for them. They may not be able to participate *right now* because it may conflict with

other marketing programs they're currently running, or upcoming promotions they have planned.

- Some restaurant management companies are slow-moving, and consequently they can be very frustrating and in some cases nearly impossible to deal with, especially some corporate offices of national chains. They may not direct us to the appropriate decision maker, and even if they do, that person may have to submit a proposal to some sort of board or committee, and may not get back to us with a final decision for weeks, if at all. In extreme cases, they may not even return any of our calls or respond to our emails ... ever.
- Surprisingly, some restaurant owners and managers just don't fully understand marketing, discounting and consumer behavior, and instead of focusing on the fact that discount cards **INCREASE** their customer count, **INCREASE** the frequency with which customers come in, and **INCREASE** the average amount that an average cardholder spends per visit, they are more worried about having to give the customer a discount and "lose money."

In addition to the list described above, we'll provide you with a "**Yes List**" of restaurants which are more likely to say yes, as well as a "**No List**" (a handful of restaurants who always say no). That way you can make your selections accordingly without wasting any time.

We'll ask you to look over your 36 choices and rank them 1-36; we'll give your top choices first opportunity to grab one of the 12 available spots on your card.

Once we receive your list of choices, we'll call all the restaurants and businesses that you have selected, introduce ourselves, and ask them if they would like to be on the Go-Card for your organization. We don't charge them anything, so they get a free spot on the card and free advertising.

As an additional benefit, by being on your Go-Card, the restaurants and businesses get valuable publicity right in their local market – plus they're helping your organization in the process. This makes them look good in the eyes of the public, which is something they all want.

Once we identify the ones that are interested in participating, we'll send them a one-page **Sponsor Agreement** form which they complete, sign and return to us so that we have a copy of their authorization in writing.

They can choose whatever discount that they want to offer – whether it's a “buy-one, get-one-free” deal, a percentage off of the purchase, a specific dollar discount off a particular menu item, or any other offer that works best for them. These restaurants are used to doing promotions, specials, direct mail and coupons, so they usually know what type of deal that works well for their specific purpose.

We encourage them to offer attractive deals, and remind them that “extraordinary offers produce extraordinary results, weak offers produce weak results, and no offers produce no results.”

If I don't see a particular restaurant or business on the list, can I write it in?

Yes, you certainly can.

We strongly suggest that you have **one quick oil change business** on your card. It's a great selling point, and often a strong discount offer in this category will be enough to sell your card all by itself.

We'll call several quick oil change places that you select and tell all of them that the first place that gives us the okay for \$10 off an oil change gets the spot, and there is only one oil change spot available; the rest will miss out if they don't decide quickly.

The result is that cardholders can save \$10 every time they get their oil changed. The average driver changes their oil about 3 times a year, so that means they would save \$30 per year (per car) just by using their Go-Card ... which makes a \$10 purchase price easily justifiable.

Can our organization sign up the restaurants and businesses ourselves?

Yes, that is an option that is available to you. If you are well connected in your community, or know some restaurants owners or managers that you feel you have some clout with, by all means feel free to talk to them about being on your Go-Card.

Please keep in mind that the decision to be on a Go-Card is not always made at the store level, and sometimes you will need to contact a corporate office, marketing department, regional manager or other decision maker. Sometimes repeated phone calls are necessary before you're even able to identify who the appropriate decision maker is ... and even more phone calls might be required in order to get a final decision and secure the signed authorization.

This process is often much more time-consuming, frustrating and overwhelming than you are probably anticipating. We don't recommend that you commit to this task unless you have a lot of available time and patience!

What if our organization wants to sign up the restaurants and businesses for the Go-Card ourselves? Do we get a better deal if we do this?

If your organization signs up all 12 restaurants and businesses, we will send you 10% more cards than you have ordered. In our example above, you would receive 100 extra cards. Sell them at \$10 each and that's an additional \$1000 profit for your organization.

We'll supply you with all the paperwork and instructions that you will need.

If a particular business has more than one location, can both/all of them go on the card?

When we contact a particular restaurant or business, if they are interested in sponsoring your Go-Card, we'll ask them if they own or manage more than one location. If they do, we'll give them the opportunity to accept the Go-Cards at all of their locations if that's their choice.

What if our organization wants to sign up the restaurants and businesses for the Go-Card ourselves? Do we get a better deal if we do this?

If your organization signs up all 12 restaurants and businesses, we will send you 10% more cards than you have ordered. In our example above, you would receive 100 extra cards. Sell them at \$10 each and that's an additional \$1000 profit for your organization.

We'll supply you with all the paperwork and instructions that you will need.

Can there be two companies of the same type on the card (like two pizza restaurants?)

Yes. We don't have any rules that limit the number of companies in a particular business category.

What kind of discounts do the restaurants and businesses typically offer?

Usually the restaurants and businesses sponsoring the fundraiser will offer a discount such as buy one, get one free; a certain dollar amount or percentage off

your purchase; free upsize to your order, etc. Each business owner is responsible for deciding what kind of discount to offer on the Go-Cards.

Can you print our logo on the front side of the card?

Yes, we can. Simply email us the best high-resolution copy of your logo that you have, and we'll print it on your Go-Cards for you. If you prefer, we can also print photographs, text, illustrations, etc. We'll customize the front side of the card to reflect your organization's name, logo and other relevant information, and then send you a proof for your approval before the cards are printed.

How long does it take to receive the cards?

Once we receive your signed agreement and completed restaurant choices, we'll start contacting the restaurants and businesses that you've selected. That process can take up to 2-3 weeks to complete, depending on the availability, accessibility and cooperation of the decision makers at each location.

Once that step is complete, we'll send you a proof of the card, front and back, for your approval. After you have approved the layout, appearance and accuracy of the information, the cards are printed. A typical order requires 3 business days to print after the order has been placed with the printer, plus 2-3 days shipping time, depending on where you are in the country.

From the time we receive your signed agreement and completed restaurant choices, it takes approximately 30 days to get your completed Go-Cards. Certain times of the year are busier than others, and at these times, more time may be required.

How do we sell the Go-Cards? Any suggestions or tips?

Once you become a customer, you'll receive access to a password-protected, hidden part of our website called **CUSTOMER RESOURCES**, which contains instructional videos, articles and a tips-n-tricks handbook that will help you forecast, map out and plan every aspect of your fundraising program.

You'll also find helpful Microsoft Excel spreadsheets that will help you keep track of your fundraising campaign's progress and success. All you have to do is enter each participating card seller's name on a different row, and enter how many cards each person has been given to sell.

Once they start turning in the money, simply enter the amount next to the appropriate seller's name, and the spreadsheet automatically calculates whether you've reached your breakeven point yet, your profit to date, who still owes you money, the average number of cards sold per person, and much more.

Another particularly useful item is the Sales Plan Worksheet and Profit Calculator (an Excel spreadsheet) that will allow you to enter different pricing and goal scenarios. This will help you to visualize and formulate a strategy to reach whatever level of money your organization needs.

We'll also suggest several ways to sell the Go-Cards based on your type of organization and the number of volunteers you have.

Finally, we can create custom order forms and fliers that you can print and use in promoting your Go-Card campaign.

All included in the price you pay for the Go-Cards!

What if we have other questions?

Unlike other companies who leave it to you to figure things out, we will be in constant contact with you to help with every step of the process, so that you can carry out your fundraiser in the most efficient way.

How long would you suggest that our fundraiser should last?

That depends on your fundraising goal and the size of your resources (volunteer group, organizers, local contacts). Typically we recommend a 2-3 week period, due to the fact that most groups have limited time and energy, and won't really focus on the fundraiser for longer periods.

If you do end up having unsold cards left over after the date you've set as your completion date, you can always continue to sell them until your supply is depleted.

What if we have unsold cards? Can we return them, or get a credit for them?

The cards are custom designed for your organization, and unfortunately cannot be returned for a credit.

If your organization has trouble selling all of your Go-Cards, give us a call. We'll work with you one-on-one to help you find alternative ways to sell these cards and reach your profit goals. We wouldn't want you to just "waive the white flag" and give up trying to sell the remaining cards.

We want to do the Go-Card fundraiser again this year, but we'd like to add a brand new restaurant that just opened. Is this possible?

Yes, it is. Give us a call and let us know what changes you'd like to make, and we'll take care of everything for you.

I'm interested in becoming part of your company on a part-time basis. Is that a possibility?

Yes, it is. We're always looking for aggressive, highly motivated, creative and innovative people who are self-starters and can work independently without supervision. If you fit these criteria, give us a call and tell us about your experience, skills and qualifications, and hopefully we can create a situation that is mutually beneficial.