



*Meadow Farms Fundraising*  
700 Silver Street • Agawam, MA 01001 • 1-800-886-7895

# CHAIRPERSON MANUAL

# Table of Contents

Welcome Letter.....	1
Ideas to Reward Sellers.....	2
<b>Step by Step Checklist: Planning and Organizing Your Fundraiser.....</b>	<b>3</b>
1. Pre-Sale: Before Your Fundraiser Begins.....	4
a. Pre-Sale Announcement Notice.....	5
2. Kick-Off and During the Sale.....	6
a. Teacher Thank You Note.....	7
b. Fundraising Reminder Notice.....	8
3. At the End of the Sale.....	9-10
a. Pre-Pay Money Record.....	11
b. Batch Header.....	12
4. Delivery, Payment and Distribution.....	13-14
a. Orders Are Arriving Notice.....	15
b. Underpay Notice.....	16
c. Chairperson Correction Form.....	17
5. Online Ordering.....	18-20

**<<<FORMS REFERENCED IN THIS MANUAL ARE AVAILABLE FOR INDIVIDUAL DOWNLOAD FROM YOUR  
CHAIRPERSON DASHBOARD>>>**



# Meadow Farms Fundraising

700 Silver Street • Agawam, MA 01001 • 1-800-886-7895

Dear Chairperson,

**Thank you for choosing Meadow Farms Fundraising!** We appreciate the opportunity to partner with you for your fundraiser. To assist in making your experience more successful, we have prepared this Chairperson Manual. This manual contains a checklist filled with valuable information that will help save you time & effort, as well as assist in answering common questions you may have.

**As the fundraising chairperson, you set the tone for your event!** Communicating the needs of your organization to teachers, parents and students is crucial to your fundraiser's success. Be sure everyone is fully aware of the importance of the fundraiser and the goals you are working to achieve. Teachers, especially, can be instrumental in the success of your campaign. It is a proven fact that the more you communicate and involve others with the sale, the better your results will be.

Please read the manual carefully to help make your role easy and fun. Feel free to call with any questions, as we are happy to help! We look forward to working with you.

Best Regards,

Meadow Farms Fundraising

P: (800) 886-7895

F: (413) 786-1823

[www.meadowfarms.com](http://www.meadowfarms.com)

[www.facebook.com/meadowfarmsfundraising](https://www.facebook.com/meadowfarmsfundraising)

[customerservice@meadowfarms.com](mailto:customerservice@meadowfarms.com)

**[www.meadowfarms.com](http://www.meadowfarms.com) • [info@meadowfarms.com](mailto:info@meadowfarms.com)**

***“helping our youth in fundraising”***

## **IDEAS TO REWARD YOUR SELLERS**

***Incentives increase sales!*** The following are some suggestions for additional incentives to promote school enthusiasm and gain higher student participation.

### ***Student Rewards:***

- Raffle or Prize Wheel
- Limousine Ride to a Special Lunch
- No Homework Pass
- Gift Certificates, for:
  - School Store / Book Store / Movies / iTunes / Amazon

### ***Teacher Rewards:***

- Gift Certificate or Other Thank You Gift
- Items From The Classroom Wishlist

### ***Classroom Rewards:***

- Ice Cream, Pizza Party, Donut Day
- Classroom Magazine Subscription
- Class Trip
- Make Over Your Teacher Day

### ***School Rewards:***

- Raffle or Prize Wheel
- Cultural Program - Visit an author, musician or artist
- Fun Event - See a Circus, Magician or Sports Performer
- NUT Day – No Uniform Today!
- Special Lunch
- Principal or Vice Principal Challenge

### ***Team Rewards:***

- Crazy Outfit Practice Day
- After Game Ice Cream Treat
- Coach Challenge



# *Meadow Farms Fundraising*

## **STEP BY STEP CHECKLIST**

### *Planning and Organizing your Fundraiser*

**www.meadowfarms.com • info@meadowfarms.com**  
***“helping our youth in fundraising”***

## STEP BY STEP CHECKLIST

### Pre-Sale: Before Your Fundraiser Begins

- Take care to review the documents the Meadow Farms Fundraising office will email you prior to your sale start date. It is the responsibility of the Chairperson to review the Reservation Agreement Account Detail and attached Profit, Terms & Conditions for accuracy and notify the Meadow Farms Fundraising office of any discrepancies as soon as possible. Contact information for the office is [customerservice@meadowfarms.com](mailto:customerservice@meadowfarms.com) or (800) 886-7895.
- Information printed on your Parent Letter Envelope is included on the Reservation Agreement. Printing takes place as soon as possible once your Reservation is entered into our system. The Meadow Farms office staff attempts to confirm with you the information to be printed on the Parent Letter Envelope, but printing may take place without your approval if need be to meet your sale start date.
- Send the **Pre-Sale Announcement Notice** (pg 5) home to introduce your Meadow Farms fundraiser to families.
- Update your school/organization's website with fundraising information and sale dates. Set up a link to [www.meadowfarms.com](http://www.meadowfarms.com) to make it even easier for sellers to register for online sales!
- Seller fundraising packets will arrive at the school/organization before your sale begins. They will arrive collated and banded in groups of 20 for easy distribution. The Parent Letter is printed directly on the front cover of the student packet envelope and provides vital information to the seller.
- Look for the box with a label marked "Important Paperwork Enclosed". You will find an envelope (Chairperson Packet) important information specifically for you – the Chairperson! Take advantage of all the tools provided!
- Recruit volunteers willing to help with delivery day product distribution, unless you have chosen the Direct Ship to Home delivery option. \*Remember: Frozen Food product is perishable, and if sellers/parents cannot pick up on the day of delivery, you will have to keep the orders in cold storage until the seller/parent can pick up. Meadow Farms Fundraising is not responsible for product quality after the initial delivery to the school/organization.

# FUNDRAISER COMING SOON!



Soon you will receive a fundraising packet featuring *Meadow Farms Fundraising*. This fundraiser supports many of the enrichment programs provided to children throughout the school year. **We need your participation!** With your help and support we can make this our most successful campaign ever!

**THANK YOU IN ADVANCE FOR YOUR SUPPORT!**

OUR FUNDRAISER BEGINS: \_\_\_\_ / \_\_\_\_

---

# FUNDRAISER COMING SOON!



Soon you will receive a fundraising packet featuring *Meadow Farms Fundraising*. This fundraiser supports many of the enrichment programs provided to children throughout the school year. **We need your participation!** With your help and support we can make this our most successful campaign ever!

**THANK YOU IN ADVANCE FOR YOUR SUPPORT!**

OUR FUNDRAISER BEGINS: \_\_\_\_ / \_\_\_\_

## STEP BY STEP CHECKLIST

### Kick-Off and During the Sale:

- ❑ Distribute fundraising packets to sellers. Packets are banded in groups of 20 for easy distribution. Make copies of the enclosed **Thank You Note** (pg 7) to teachers. Attach one to each group of classroom packets to thank the teachers for their help in distributing and collecting the fundraising materials. We suggest instructing sellers not interested in participating to return their packets to the school/organization office for sellers who need additional materials.
- ❑ Generate excitement by having a Kick-Off Assembly. Contact your Sales Rep for assistance. We offer a Kick-Off Video that explains the Ultimate Gift Collection fundraiser, presents a variety of prize samples and stresses the importance of safe selling – all while energizing the sellers!
- ❑ Enlist the help of the administration and teachers/coaches to make announcements about the importance of the fundraiser. You could show the Kick-Off Video again during morning announcements, make daily reminders over the PA system and have teachers plug the program on Mondays and Fridays so it is fresh in the sellers' minds.
- ❑ Use your Chairperson Dashboard to access real time reports on sellers' online fundraising activity for your school/organization, monitor text to pay activity or to send reminder messages to all registered sellers.
- ❑ Distribute the **Fundraising Reminder Notice** (pg 8) partway through the fundraiser.
- ❑ Request teachers/coaches to collect their sellers' order forms and drop them off at a designated collection point. Take care to stress the importance of timely collection, especially with Frozen Food programs. Meadow Farms Fundraising cannot accept Frozen Food late orders\*.

\*What is a late order? An order that was not submitted with your original order forms to Meadow Farms. Once Meadow Farms receives your order forms, we put them into our queue for processing immediately.

**<<<FORMS REFERENCED IN THIS MANUAL ARE AVAILABLE FOR INDIVIDUAL DOWNLOAD FROM YOUR CHAIRPERSON DASHBOARD>>>**

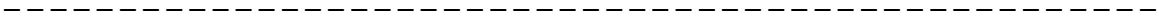




## TEACHERS, WE NEED YOUR HELP

Thank you in advance for your support of our Meadow Farms Fundraiser!  
We know you are very busy, but we do need your help in distributing packets and notices, as well as collecting order envelopes. Please pass one of the enclosed packets to each student on \_\_\_\_\_/\_\_\_\_\_.

Your help and enthusiasm are crucial to the success of our campaign.  
Your assistance is greatly appreciated!



## TEACHERS, WE NEED YOUR HELP

Thank you in advance for your support of our Meadow Farms Fundraiser!  
We know you are very busy, but we do need your help in distributing packets and notices, as well as collecting order envelopes. Please pass one of the enclosed packets to each student on \_\_\_\_\_/\_\_\_\_\_.

Your help and enthusiasm are crucial to the success of our campaign.  
Your assistance is greatly appreciated!





# Meadow Farms Fundraising

## REMINDER

- Orders are due by: \_\_\_\_\_
- Checks are payable to: \_\_\_\_\_
- Return both copies (white & carbon) of your Order Form and money in your Collection Envelope.
- The white copy of your Order Form will be returned to you with your order. You will need it to distribute your deliveries!

Thank you for your participation!

---



# Meadow Farms Fundraising

## REMINDER

- Orders are due by: \_\_\_\_\_
- Checks are payable to: \_\_\_\_\_
- Return both copies (white & carbon) of your Order Form and money in your Collection Envelope.
- The white copy of your Order Form will be returned to you with your order. You will need it to distribute your deliveries!

Thank you for your participation!

## STEP BY STEP CHECKLIST

### At the End of the Sale:

- Take the time to review each order form received for legibility – if you can't read it, neither can we! If your school/organization is using the Direct Ship to Home delivery option, be sure each student has a complete address written on the order form. Missing addresses cause delay in the processing of the entire account.
- Verify that the Grand Total written on the seller's order form equals the total amount of cash/checks turned in to you, plus the amount of Text To Pay recorded on your Chairperson Dashboard. The **Pre-Pay Record** (pg 11) is a helpful tool for you to keep track of each seller and the dollar amount collected. If you choose to use it, keep it on hand for easy reference.
- Be sure all checks collected are made payable to the school/organization. You will need to deposit these into the bank account for your school/organization. \*\*\*Do not send Meadow Farms Fundraising your collections.\*\*\*
- Separate each seller's two part order form. The white copies could be grouped by teacher and attached to the **Batch Header Sheets** (pg 12) if you desire end-of-sale reports and delivery to be identified by teacher. (\*\*If you choose not to use the Batch Header Sheets, reports and delivery will come alphabetical by seller's last name.\*\*)  
**Please know that Meadow Farms enters orders exactly how they are received. We cannot report or deliver by Batch unless you submit the order forms Batched. Please ask in advance if you have any questions about this process. We are happy to help you!**
- Send the white copies to Meadow Farms Fundraising for processing using the large pre-addressed envelope provided in your Chairperson Packet. Be sure to send your order forms to Meadow Farms in Agawam MA via a method that ensures they are received in time to meet any applicable deadline noted in your Reservation Agreement. They will be returned with the seller's order, stapled to the pack slip, and inserted into their delivery box/bag. Be sure to keep the carbon copies for your records.
- Meadow Farms Fundraising will process your orders upon receipt. As soon as we have processed, we will email you the following reports:
  1. **Invoice:** Lists the amount due from the school/organization. This does

not show profits earned.

2. **Homeroom Report:** A detailed listing of all sellers' paper orders, sorted alphabetically (by teacher IF you have provided the Batch Header Sheets with your paper tally). \*Please note that online sales are not included in this report.
3. **Sales Analysis:** A breakdown of your total sale, including participation levels and online sales.
4. **Sales & Profit By Teacher:** Includes all participating classrooms (by teacher if you have provided the Batch Header Sheets with your paper order forms) and lists retail sales and profit per.
5. **Top Sellers By Rank:** Lists all sellers' retail sales and profit per.
6. **Order Variance:** Lists seller orders that have cash discrepancies. A variance shows the difference between the Meadow Farms Fundraising's computer generated order total, and the total listed physically in the Grand Total field on the seller's paper order form. Variance is listed as either an underpaid or overpaid amount. (Please note that if the Grand Total field on the paper order form has not been filled in, then the entire amount of the order will show as an underpaid amount. This can be avoided by verifying that a Grand Total has been written on the seller's order form before submission to Meadow Farms Fundraising.)
7. **Online Sales Reports:** Please use the Chairperson Login provided in your Chairperson Packet to access various reports for your online sales right on our website: [www.meadowfarms.com](http://www.meadowfarms.com).

- Please use your discretion when submitting late orders. We are unable to accept late orders for Frozen Food product, but are available by phone or email if you have questions or concerns regarding submission of late orders for hard good product. (800) 886-7895; [customerservice@meadowfarms.com](mailto:customerservice@meadowfarms.com))

\*What is a late order? An order that was not submitted with your original order forms to Meadow Farms. Once Meadow Farms receives your order forms, we put them into our queue for processing immediately.

Late orders can be emailed to [customerservice@meadowfarms.com](mailto:customerservice@meadowfarms.com) or faxed to (413) 786-1823. Please call us at (800) 886-7895 prior to faxing and request a confirmation of receipt.



# ***BATCH HEADER***

SCHOOL: \_\_\_\_\_

TEACHER: \_\_\_\_\_

GRADE: \_\_\_\_\_ ROOM NUMBER: \_\_\_\_\_

PLEASE SORT ALL SELLERS' ORDER FORMS BY TEACHER/HOMEROOM AND ATTACH TO THIS  
HEADER SHEET.  
(WHITE COPY ONLY)

**\*\*\*\*NOTE\*\*\*\***

IF YOU CHOOSE NOT TO USE THE BATCH HEADER SHEETS, END-OF-SALE REPORTS AND DELIVERY  
WILL BE ALPHABETICAL BY SELLER'S LAST NAME, AND NOT IDENTIFIED BY TEACHER.

# ***BATCH HEADER***

SCHOOL: \_\_\_\_\_

TEACHER: \_\_\_\_\_

GRADE: \_\_\_\_\_ ROOM NUMBER: \_\_\_\_\_

PLEASE SORT ALL SELLER'S ORDER FORMS BY TEACHER/HOMEROOM AND ATTACH TO THIS  
HEADER SHEET.  
(WHITE COPY ONLY)

**\*\*\*\*NOTE\*\*\*\***

IF YOU CHOOSE NOT TO USE THE BATCH HEADER SHEETS, END-OF-SALE REPORTS AND DELIVERY  
WILL BE ALPHABETICAL BY SELLER'S LAST NAME, AND NOT IDENTIFIED BY TEACHER.

## STEP BY STEP CHECKLIST

### Delivery, Payment and Distribution of your orders:

- Direct Ship to Home accounts must be paid in full to Meadow Farms prior to shipment. Our office staff contacts you after your reports have been completed with more information.
- Ship to School accounts will be contacted within approximately TWO WEEKS of receiving your paper orders by our Routing Department to schedule a date and time frame for delivery. Our drivers do their best to be timely, but please allow a one hour window for delivery. We recommend you arrange a pre-determined location for product setup and distribution. Ship to School accounts may ship either via Meadow Farms' drivers, or via a Third Party Carrier. Meadow Farms has limited control over Third Party deliveries once they leave our facility. We do our best to communicate your delivery needs per your Reservation Agreement to the Carrier.
- You will receive a delivery confirmation via email including the date, time frame and amount due. Payment must be remitted to our driver via check at the time of delivery, or have been made prior to delivery. Credit card payments incur an additional 3% processing fee. For payment at the time of delivery, one check from your school/organization should be made payable to Meadow Farms Fundraising.
- We are not able to accept any changes once your Delivery is confirmed. All pertinent information is logged into our system, and product is staged in the Warehouse according to these instructions.
- Frozen Food product is perishable! Please make sure to arrange for same day pickup by sellers/parents. Meadow Farms Fundraising is only responsible for product handling up to the point of delivery to the school/organization. If sellers/parents are unable to pick up right away, orders will have to be kept in cold storage until pickup.
- Contact volunteers to help hand out deliveries to sellers/parents.
- We recommend distributing the **Orders Are Arriving Notice** (pg 16) to inform sellers/parents when and where to pick up their order. Remember to make a list of any orders that need to be held back for money due to your school/organization. **Meadow Farms is not able to withhold product delivery per seller.** You may want to also make use of the **Underpay Notice**

(pg 17) at this time.

- You may receive, from the driver at Delivery, additional reports if applicable. These could include: **High Level Prize Report**, outlining sellers' receiving high level prizes; **Ship to School Report**, outlining sellers' with Ship to School orders that were placed online & will be included at delivery; **Out of Inventory Report**, outlining sellers affected in the event an item is temporarily out of stock.
  
- Our Simply Delicious Boston Coffee Cakes program is a Bulk Pack program. Product will be delivered in Bulk, to the nearest increment of three. You will have received the Distribution Helper notice twice before delivery, and an additional copy will be available at delivery. Labels, boxes and bags are all provided for you to pack the product out by seller at delivery.
  
- Corrections and Late Orders are processed differently. Please use your discretion when submitting late orders. We are unable to accept late orders for Frozen Food product, but are available by phone or email if you have questions or concerns regarding submission of late orders for hard good product.

\*What is a late order? An order that was not submitted with your original order forms to Meadow Farms. Once Meadow Farms receives your order forms, we put them into our queue for processing immediately.

Included in each seller's delivery box is a card advising the seller or their parent(s) to contact Meadow Farms directly with any questions or discrepancies regarding their order.

Otherwise, you could also use the **Chairperson Correction Form** (pg 17) if you would like. We recommend waiting at least a week before sending in the Chairperson Correction Form, to give all sellers/parents adequate time to check their product delivery for accuracy and reach out to you with their information. We are available by phone or email if you have any questions.

Late and Correction orders can be emailed to [customerservice@meadowfarms.com](mailto:customerservice@meadowfarms.com) or faxed to (413) 786-1823. Please call us at (800) 886-7895 prior to faxing and request a confirmation of receipt.

- Any merchandise (except for food items) for exchange or credit must be turned in to the school. All returns of product for credit must be made within 30 days of your delivery date. Your Meadow Farms Fundraising consultant/sales rep should pick these items up at the end of the season (Fall = December/January; Spring = May/June)



# Meadow Farms Fundraising

ORDERS ARE ARRIVING! PLEASE PICK UP AT:

WHERE: \_\_\_\_\_

WHEN: \_\_\_\_\_

TIME: \_\_\_\_\_

Please check your order promptly and thoroughly. Any corrections to your order should be reported within 48 hours from receipt. If you have any problems, please fill out the form within your merchandise box/bag and submit it to:

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

THANK YOU FOR YOUR SUPPORT!

-----

# Meadow Farms Fundraising

ORDERS ARE ARRIVING! PLEASE PICK UP AT:

WHERE: \_\_\_\_\_

WHEN: \_\_\_\_\_

TIME: \_\_\_\_\_

Please check your order promptly and thoroughly. Any corrections to your order should be reported within 48 hours from receipt. If you have any problems, please fill out the form within your merchandise box/bag and submit it to:

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

THANK YOU FOR YOUR SUPPORT!

# UNDERPAY NOTICE

STUDENT: \_\_\_\_\_

GRADE: \_\_\_\_\_

TEACHER/ROOM: \_\_\_\_\_

Dear Parent or Guardian,

Thank you for your participation in our fundraiser. However, we need to resolve the following in order to process your order:

## UNDERPAY:

Your fundraising total is \$ \_\_\_\_\_, but the money turned in totals \$\_\_\_\_\_.

Please send the difference of \$ \_\_\_\_\_, and this notice to the school office tomorrow.

## NOTES:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please make checks payable to:** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## STEP BY STEP CHECKLIST

### Online Ordering:

Family and friends can add to sales by placing orders online! Online selling is a supplemental tool for our standard fundraisers. Sellers must register online at [www.meadowfarms.com](http://www.meadowfarms.com) or via the Meadow Farms app, and this can be done with just a few simple steps. Once registered, sellers can email or text the link for their online store to family and friends, or post on social media. It's easy and is guaranteed to increase your sales! Sellers also have the ability to log in to their online Dashboard at any time, and can change their information, check their sales and more!

***Check out & provide to your parent community our "For Sellers" page online for more helpful information, tips and tricks for online selling: <https://meadowfarms.com/for-sellers/>***

- Sellers receive simple registration information on the Parent Letter Envelope (brochure packet). A seller must register in order to participate in online selling.
- Meadow Farms also registers the school/organization with its own storefront and emails the information to the Chairperson within a week before the sale start date. Activity on the school's online storefront benefits the school/organization only – not a particular seller. It is ideal for placing staff orders, or could also be advertised after the traditional sale to earn additional profit for your school/organization.
- Chairpersons receive two separate tools: the storefront login (see above) and the Chairperson Login. The Chairperson Login Letter is included in your Chairperson Packet (received with the brochure delivery), and contains instructions to access your Chairperson Dashboard. Here you can view all online activity for every registrant for your school/organization, run reports, review Text To Pay data and download important forms.
- Unless otherwise requested, online stores stay open until the end of the fundraising season (December for Fall sales and May for Spring sales). See below for more details about what is available online past the date we receive the paper order forms from the school/organization.
- If a prize program has been selected by your school/organization, all items sold online before we receive your paper order forms count toward the

student's prize level. Prize level is applied and processed when we receive the paper order forms from the school/organization.

- Profit percentage for online orders is stated on the Profit, Terms & Conditions sent with your Reservation Agreement. The school/organization earns varied profit, from 20% up to 75% per item, depending on what is purchased.
  
- There are two types of shipping you should be aware of:
  1. Ship to Home: These orders include hard good items and are shipped directly to the address provided by the buyer. Shipping is free for orders over \$75.00. Otherwise, standard shipping rates apply. The buyer will see the shipment cost before submitting the order. Meadow Farms' Online Only category offers buyers the option of purchasing items directly from our third party vendors for shipment to their home. Online Only items are not charged shipping.
  2. Ship to School: These orders are shipped directly to the school on the school's scheduled delivery date. This option has free shipping regardless of the dollar amount of the order. The student is then responsible for delivering the order to the correct buyer. The Ship to School option is not available for every fundraiser, and specifically not available for any Direct Ship to Home account.

\*Please Note: Unless otherwise requested, Ship to Home online ordering is available past your scheduled sale end date, yielding your school/organization additional sales dollars after the traditional sale is complete. The Ship to School option expires on the day we receive your paper order forms.

- Items found online may be entered on a seller's paper order form instead of ordered online, EXCEPT for magazines and items in our Online Only category. Magazines and items in the Online Only category are not eligible for purchase in any other manner than via an online order. This is clearly stated for the buyer during the shopping experience, and also available in FAQ.
  
- All online orders placed prior to Meadow Farms receiving your paper order forms will be reflected in your school reports. Online orders are credited to the invoice immediately, and any orders placed afterward generate an additional profit check, sent at the end of the fundraising season (Fall=January, Spring=June).
  
- An online buyer receives an order confirmation when an order is placed and a tracking number when the order ships from Meadow Farms –

both to the email address used when placing the order. Presently, they are not able to track their order from our website. Online Only and Magazine orders are not fulfilled by Meadow Farms directly, and delivery information for those items would come from the third party vendor processing the order.

Please feel free to advise buyers to contact Meadow Farms directly with questions about their online order status at (800) 886-7895 or [customerservice@meadowfarms.com](mailto:customerservice@meadowfarms.com). We are happy to help!

**THANK YOU FOR ALLOWING US THE OPPORTUNITY TO WORK WITH YOU  
AND YOUR ORGANIZATION!**