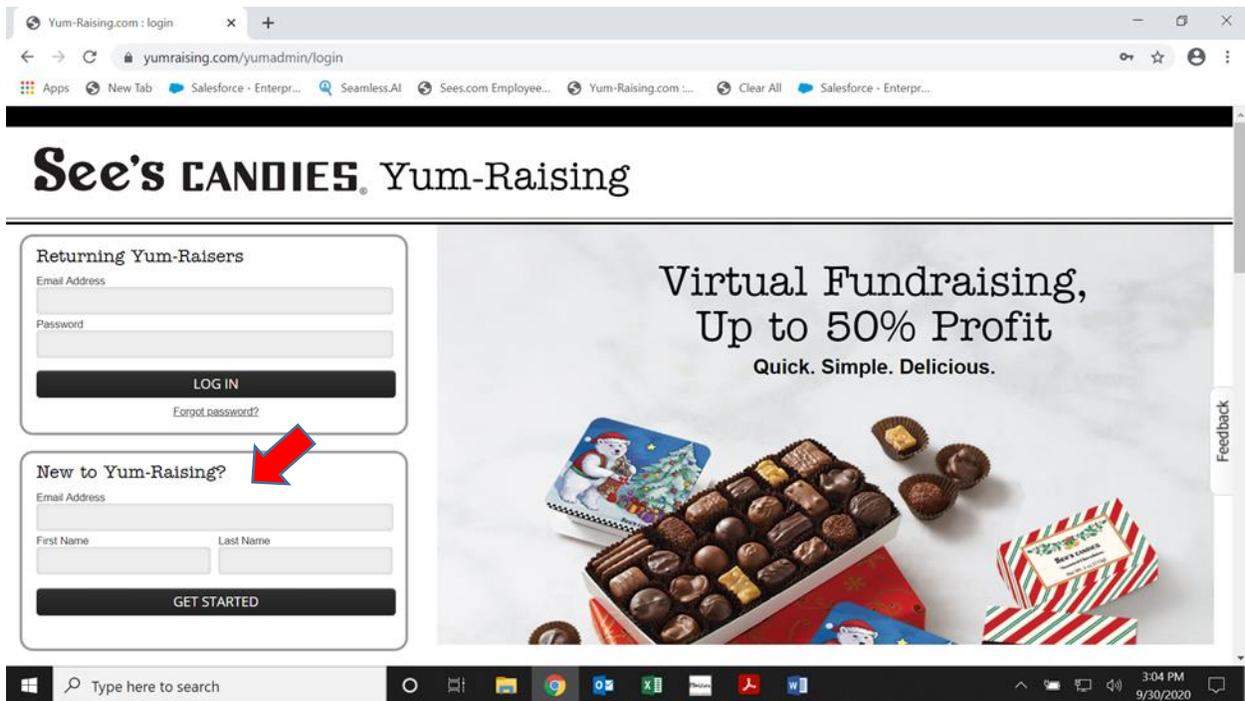




YUM-RAISING 'Helper' Instructions:

Please use the following steps to begin marketing your fundraiser to your supporters

- You will receive an email from your Fundraising Coordinator (*See's Candies YUM-RAISING Invitation*)
- Click on the link 'Click Here to Accept' → This will take you to the YUM-RAISER home page
- Complete fields under 'New to YUM-RAISING.' Click the 'Get Started' button. (*Please be sure to use the same email the YUM-RAISING invitation was sent to.*)



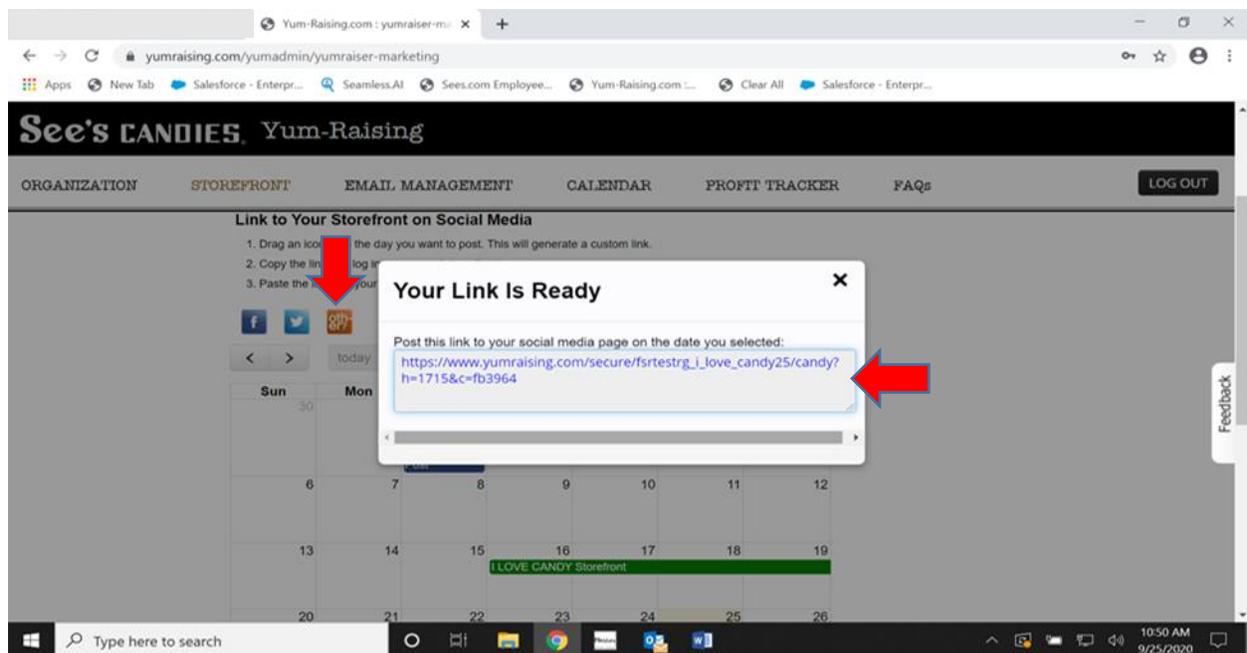
- It will state that 'Registration was successful.' Now click the black 'Log In' button
- 'Ready, Set, Profit!' Click the link below to find your organization's storefront
- Click the 'Select a Storefront' drop down box and select your shop

TO CREATE A LINK TO POST ON SOCIAL MEDIA, EMBED IN AN EMAIL, OR TEXT:

- Choose 'Marketing' on the left hand side of the screen
- Click and drag the orange 'Other' icon onto the calendar

A pop up with your personalized link to your shop will appear. You may copy and paste and send to your supporters. *This link is customized to you, and it will track your*

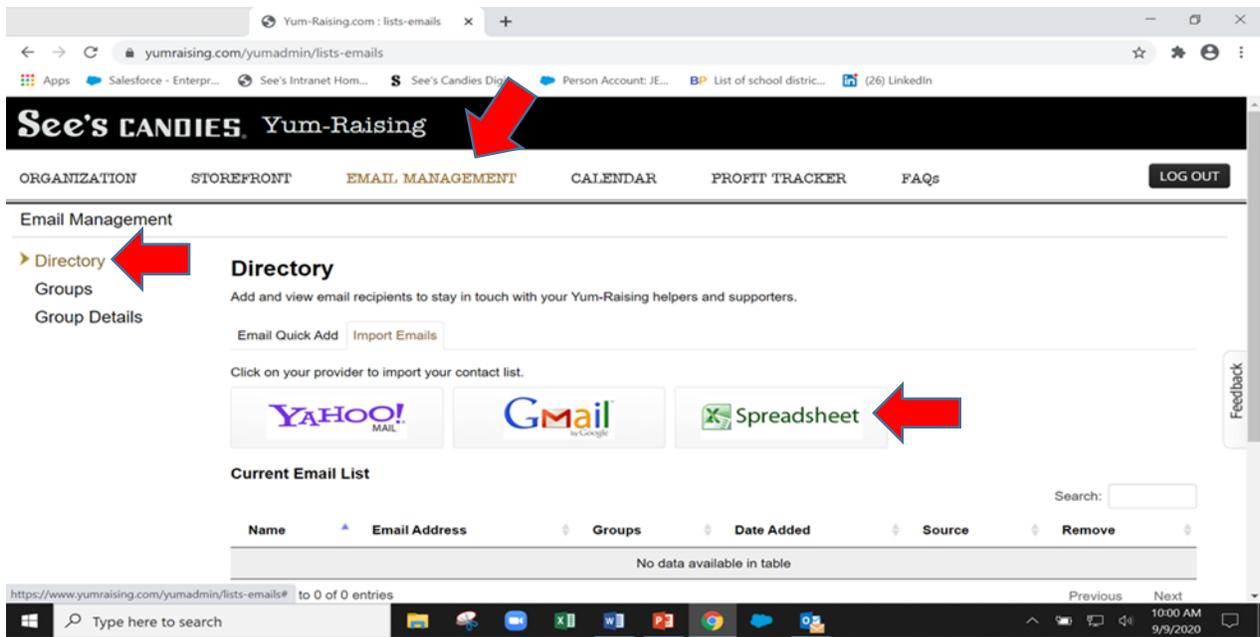
- *individual progress.*
 - **Please note:** *If posting this link to Instagram, you will need to add it to the Bio section of your profile.*
 - If you would like to add a fundraising image along with the link, go to <https://fundraising.sees.com/materials> Scroll down to digital ads and choose the graphic you would like to download



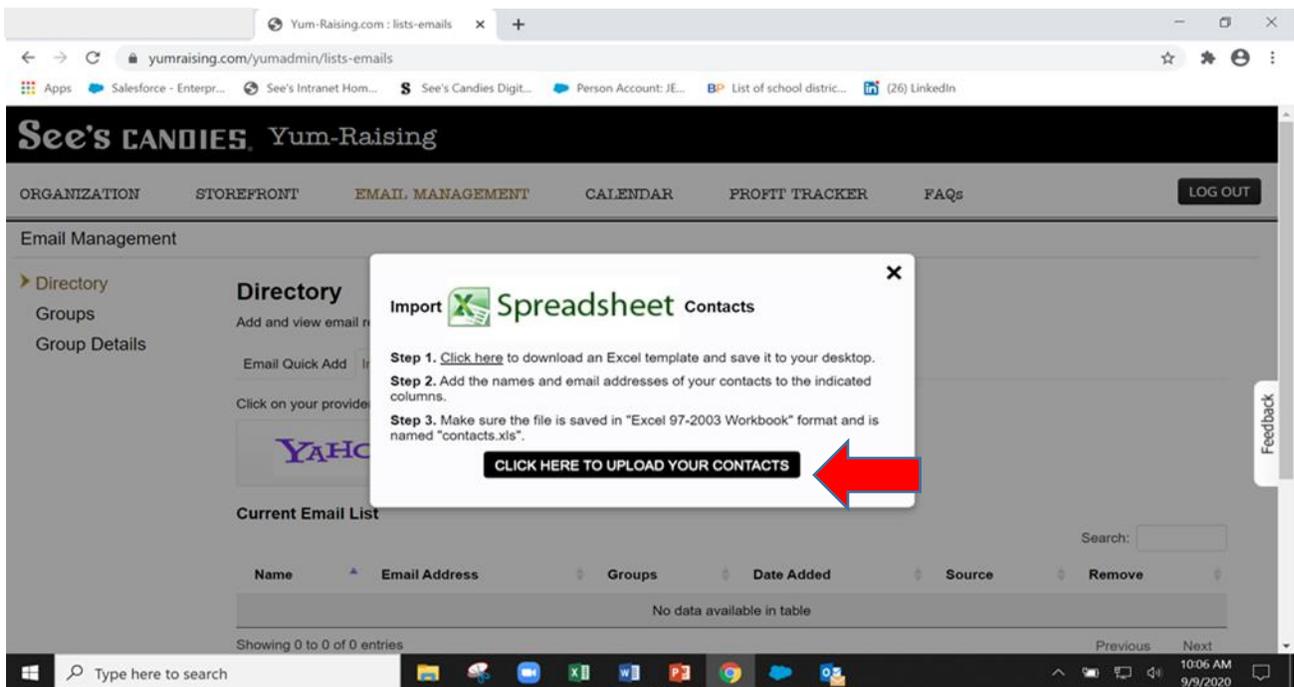
IF YOU WOULD LIKE TO EMAIL YOUR SUPPORTERS USING ONE OF OUR TEMPLATES:

To import 'Supporter' email addresses via Excel:

- Click on 'Email Management' tab
- Next, click on 'Directory' on the left hand side of the screen
- Select the 'Import Emails' Tab and click on green Excel Spreadsheet Icon



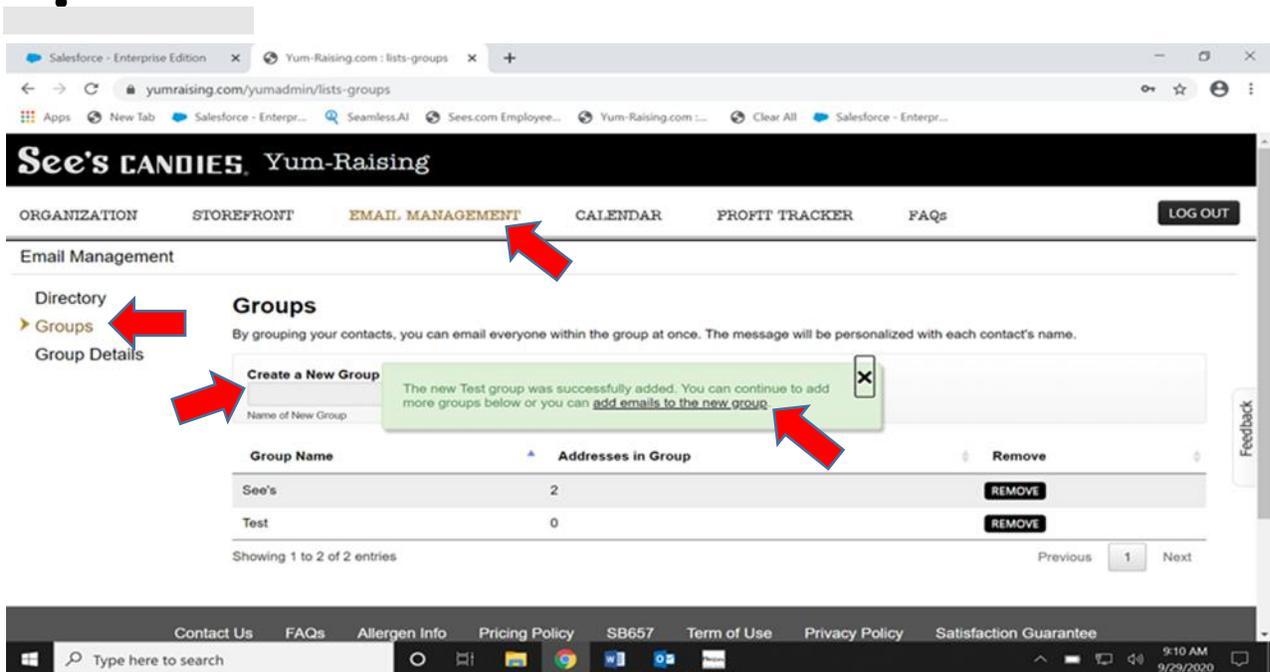
Follow Steps 1-3 to upload Excel contact list.



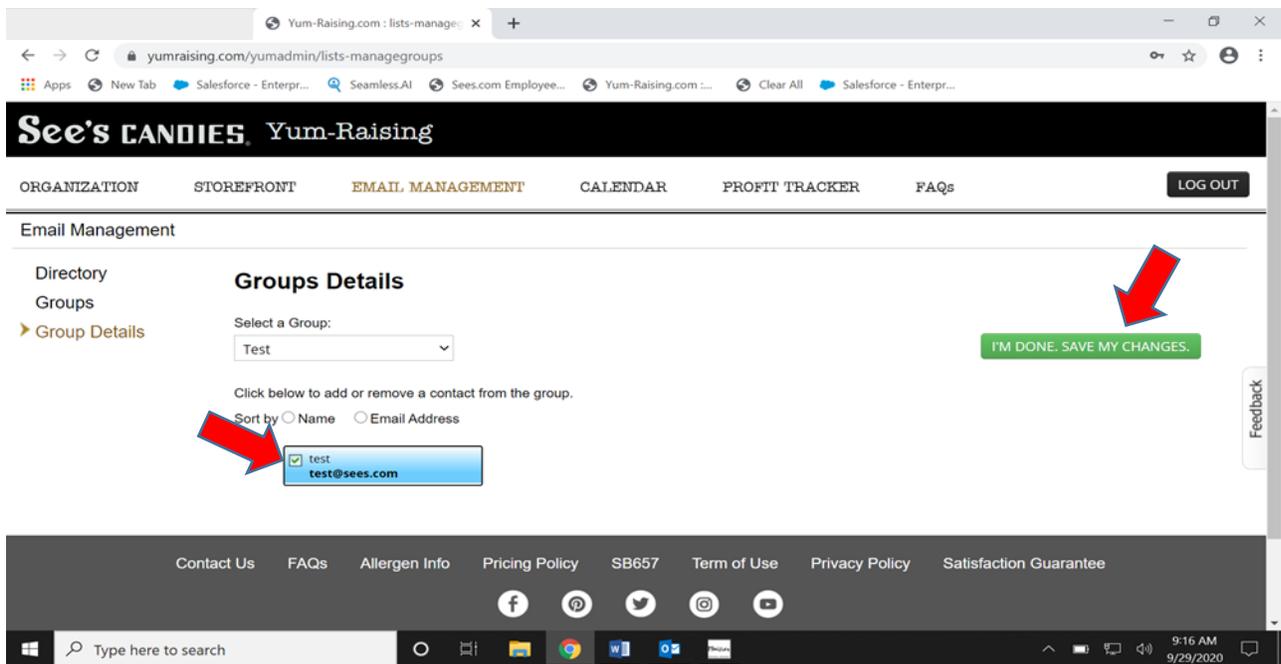
To create a 'Supporter' Group:

- Click 'Email Management'
- Next click on 'Groups' on the left hand side of the screen
- Under 'Create New Group,' type in group name (*Supporters*) and click create.

In the green pop up box, click on 'Add emails to the new group'



- Check boxes of participants you would like to email in that group. Click the green box 'I'm done, save my changes'



To send an email invite to your ‘Supporter’ Group:

- Go to ‘Storefront’

Next click on ‘Marketing’ on the left hand side of the screen

-
- Click on the ‘Email’ tab
- Complete ‘Subject’ field
- Enter your name or organization name in the ‘From’ field
- In the ‘Send To’ field, click the drop down box that says ‘Select and Email Group’
- Choose the ‘Supporter’ group you previously created
- Under the ‘When’ field, please leave on ‘Immediately’ unless you would like to select a different date from the drop down menu

The screenshot shows a web browser window with the URL `yumraising.com/yumadmin/yumraiser-marketing`. The page header includes the logo for 'See's CANDIES Yum-Raising' and a navigation menu with options: ORGANIZATION, STOREFRONT, EMAIL MANAGEMENT, CALENDAR, PROFIT TRACKER, FAQs, and a LOG OUT button. Below the header, the page title is 'Storefront : I LOVE CANDY'. On the left sidebar, there are links for 'Find or Set Up', 'Storefront Details', 'Marketing', 'Marketing Results', and 'Orders'. The 'Marketing' link is highlighted with a red arrow. The main content area is titled 'Marketing' and contains a sub-section for 'Email' management, also highlighted with a red arrow. The 'Email' sub-section includes fields for 'Subject', 'From', 'Send To', and 'When'. The 'Subject' field is pre-filled with '(Name of Organization) Winter Fundrais'. The 'From' field is pre-filled with 'Your Name/Organization'. The 'Send To' dropdown is set to 'Supporters'. The 'When' dropdown is set to 'Immediately'. Below these fields, there are buttons for 'Browse email templates' and 'personalize'. The Windows taskbar at the bottom shows the time as 4:02 PM on 10/1/2020.

- Choose your template using the right or left arrow next to ‘Browse Email Templates’
- Click the ‘Personalize’ button when you have chosen the template you would like to use
- Click the black ‘Send’ button located to the right of the ‘Personalize’ button and click
 - *The customer name, event name, start link and end link will auto populate when the email is sent.*

Yum-Raising.com : yumraiser-me x +

yumraising.com/yumadmin/yumraiser-marketing

Apps New Tab Salesforce - Enterpr... Seamless.AI Sees.com Employee... Yum-Raising.com ... Clear All Salesforce - Enterpr...

See's CANDIES Yum-Raising

ORGANIZATION STOREFRONT EMAIL MANAGEMENT CALENDAR PROFIT TRACKER FAQs LOG OUT

Marketing Results Orders

Spread the word! Send your storefront link to friends, family and other supporters through email or social media. Let them know how much the profits will mean to your organization.

Social Media Email

Subject: (Name of Organization) Winter Fundrais

From: Your Name/Organization

Replies will go to the email address you used to log in.

Send To: Helpers

When: Immediately

Browse email templates < > and personalize in the field below. SEND

Make your day delicious!

Type here to search

3:37 PM 10/1/2020

Once a purchase is made, it will log under the 'Profit Tracker' page. Please refer to the 'Profit Tracker' to see a high level overview of your progress.

Yum-Raising.com : yumraiser-me x +

yumraising.com/yumadmin/dash

Apps New Tab Salesforce - Enterpr... Seamless.AI Sees.com Employee... Yum-Raising.com ... Clear All Salesforce - Enterpr...

See's CANDIES Yum-Raising

ORGANIZATION STOREFRONT EMAIL MANAGEMENT CALENDAR PROFIT TRACKER FAQs LOG OUT

Profit Tracker

Ready, Set, Profit!

See what you've raised so far, and keep on selling till you reach your goal!

I LOVE CANDY

FSR-TEST-RG - Winter 2020 Program

GO TO THIS STOREFRONT

Profit / Goal

Total Orders	Total Sales	Total Profit
3	\$24.00	\$12.00

\$10,000,000.00 Helper Sales

\$12.00

Helper Name	Helper Sales	Helper Profit
Ashley	\$ 8.00	\$ 4.00
kevin	\$ 8.00	\$ 4.00
rosie	\$ 8.00	\$ 4.00

Type here to search

3:37 PM 10/1/2020



Frequently Asked Questions

How is the shipping handled?

- Your 'customers/supporters' of this fundraising program will pay for their orders, which will include tax and shipping. Orders will be shipped as soon as their order is placed. (*Shipping is valid within the continental U.S., Alaska and Hawaii. Standard shipping rates apply.*)
 - *NEW** lower Shipping rates for our YUM-RAISING Customers
Under \$35 = \$6.95 \$35 - \$65 = \$4.95 OVER \$65 is Free

**Valid until 12.30.20*

Our YUM-RAISING Specialists are **HAPPY** to help answer any of your questions or concerns.

Contact Information:

yumraising@sees.com or 1-877-599-7337

