



# Step by Step Fundraising Guide



How to make fundraising with Webb Ivory  
work for you and your Good Cause

# Important Information

## What's in your Webb Ivory fundraising catalogue pack?

1. Fundraising catalogue with shopping lists
2. Catalogue request card
3. Priority Order form for you to collate your supporters orders
4. Step by Step Fundraising Guide
5. Pre-paid reply envelope

## How to make your fundraising successful

If you are new to fundraising, even if you've been involved in similar activities before, - you'll find the few minutes it takes to read through this guide will be time well spent! You will find useful tips and advice and a full explanation of the simple process involved in being a Webb Ivory fundraiser.

## Tips and Advice

- It's never too early to get started, people like to get organised for Christmas. So why not start today!
- Order your extra catalogues as soon as you know how many potential supporters you have. They come in packs of 10's and 20's just complete the catalogue request card in your pack.
- Include a letter with your catalogue. Let your supporters know the amount you wish to raise and what you intend to do with the funds.
- Give your supporters time to browse through the catalogue - allow 1 or 2 weeks and give them a date when the orders should be with you.
- Get your orders into Webb Ivory as early as possible - aim for Mid October at the latest, to avoid disappointment and to ensure delivery in plenty of time for Christmas.

## Key Telephone Numbers

**Orderline**

**0844 800 2552**

**Careline**

**0871 376 9977**

For information advice

————— 8am-10pm 7 days a week —————

# How to Order

## Supporters Shopping Lists

We have inserted supporters shopping lists within every catalogue. Ask each supporter to complete their details and list the items they wish to purchase on the shopping list. Then hand them over to you.

Once you have all the lists from your supporters simply compile all the items into one main order using the Priority Order form enclosed.

Tot up the total number of the catalogue items your supporters have ordered and enter in the "Quantity Required" column. Remember a 'pack' or 'set' counts as one item.

## How much can I order?

You can order as much as you like up to your credit limit. This will be featured on your letter. You can still place an order over the limit however you will need to include a payment for the difference. Your limit will increase over time.

## Send No Money Now

You don't need to send any money at this stage – unless your order exceeds your credit limit.

## Ways to Order

### Phone

You can place your order by phone just call the Orderline number opposite.

### Visit our Website – [webbivory.co.uk](http://webbivory.co.uk)

See the back page of the guide for more information on how to register online and to place orders.

### By Post

Just place your order in the enclosed envelope and mail it to our Customer Services team.

### Extra Stationery

To order extra stationery including order forms, shopping lists or extra catalogues just simply complete page 2 of your Priority Order Form.

The image shows three overlapping forms from Webbivory. The top two are 'Customer Shopping List' forms, which include a header with the Webbivory logo, a section for 'Customer Details', and a large table for listing items to be ordered. The bottom form is a 'Priority Order Form' with the heading 'How to Order'. It contains instructions for filling out the form, a 'POINTS TO NOTE' section, and a table for item details. The table has columns for 'ITEM REFERENCE', 'QUANTITY', 'PRICE EACH', and 'TOTAL PRICE'. There are yellow callout boxes pointing to 'Item Ref.' and 'Price Each' in the table. At the bottom of the form, there are sections for 'DON'T FORGET TO ORDER YOUR PERSONALISED ITEMS OVERLEAF' and 'Order your additional Fundraising Support Items here'. A 'PLEASE QUOTE ORDER CODE 051WW' is visible in the top right corner of the Priority Order Form.



# How to make payments

Remember you do not need to send any money with your order.

## When to pay

You have up to 56 days to pay from the time you place your order. This gives you enough time to distribute the orders and collect payments from your supporters. If you wish you can make a payment at any time prior to the 56 days.

## Ways to Pay

### By Credit or Debit card

Pay by phone: Inform the advisor that you wish to pay by credit/debit card and give your details from your card (remember to include the 3 digit security number). Alternatively contact our secure automated payment line, call **0871 376 9977** and select option 1 we accept any of the following debit cards and credit cards.

Pay online: To make a payment simply log on to [webbivory.co.uk](http://webbivory.co.uk), click on Your Account and select the amount you wish to pay from your balance.



### At the Bank

You can also pay at the bank using the bank giro included with your invoice.

### By Post

Send a cheque or postal order (made payable to Webb Ivory) Please remember to add your name and address and account number on the reverse of your cheque or postal order.

## Invoices

Remember to keep all your 'in parcel' invoices. You will need these to match to your mid and end of season statement (as shown). This lists all the items in the parcel showing you the 'You Pay' price of the goods, which is net of donation. This means that the donation is received by your good cause at source. You also have a payment facility on these invoices.

## Mid and End of season statement

These statements are sent out at the end of October and the end of January and mid June respectively.

These statements summarise all the 'in parcel' invoices and shows your outstanding balance at that time. You can use this to check your 'in parcel' invoice numbers and the amounts.

Invoice Number

QTY	REF	DESCRIPTION	PRICE	TOTAL
1	1001	1001	1.00	1.00
2	1002	1002	2.00	2.00
3	1003	1003	3.00	3.00
4	1004	1004	4.00	4.00
5	1005	1005	5.00	5.00
6	1006	1006	6.00	6.00
7	1007	1007	7.00	7.00
8	1008	1008	8.00	8.00
9	1009	1009	9.00	9.00
10	1010	1010	10.00	10.00
TOTAL			50.00	50.00

# Delivery and Returns

## Order Deliveries

Webb Ivory use Home Delivery Network to deliver all your supporters orders direct to your own home.

Once you have placed your first order you can have any order delivered to an alternative address.

All you need to do is to inform your order-line advisor or complete the appropriate address section on your order form.

**Important** – Always allow up to 14 working days for in stock items and up to 28 days for personalised items. You can check the progress on line, once you have registered. (See back page for more details).

On receipt of your delivery, please check the contents of your parcels and make sure they match the enclosed invoice.

## Distribute your orders early!

Once you have split your order into the supporters order then it's a good idea to distribute them to your supporters as soon as possible and collect outstanding payments. The earlier you do this, the sooner the funds for your good cause will increase.

## Returns

If any item is unsuitable or incorrect, just complete the goods return form on the reverse of the invoice and enclose this inside the parcel. You can then attach the returns label and take the parcel to the post office. Remember to obtain proof of postage if returning items by this method. If the item is faulty or damaged you can call the helpline who will arrange for the parcel to be collected.

## Webb Ivory Guarantee

Every item in the catalogue carries our special guarantee of satisfaction.

There is a 21 day money back or replacement guarantee for any product felt to be unsatisfactory on receipt.

We are sure you and your supporters will be delighted with all of their purchases, however if they are not, ask them to return the goods to you within 21 days. This guarantee is in addition to their statutory rights (see your catalogue for full details).

# 10 Easy Steps To Successful Fundraising

## Step 1

Order your extra catalogues as soon as you can.

## Step 2

To get your fundraising off to flying start take full advantage of your Special Introductory offers. Make sure you order from the specially selected items from the Preview selection offering you huge discounts.

## Step 3

Make sure you order sufficient catalogues. Don't try to manage with just one – you need to get to as many supporters as possible in order to generate as many orders as possible. More orders – means more donations!

## Step 4

Always put the details of your cause and a contact name and telephone number on the front page of your catalogue. Your supporters need to know who you are, who you are raising funds for and how to contact you.

## Step 5

It's a good idea to produce a covering letter with details of your good cause. Include details of the targets you are hoping to achieve and what you intend to do with the money raised. Why not go online and download one of the posters to promote the catalogue, you can even personalise it to your good cause!

## Step 6

Distribute your catalogues as soon as possible. The earlier the catalogues are out there, the more orders you will receive. Always highlight the special offers to your supporters.

## Step 7

Advise your supporters to place their orders as early as possible to avoid disappointment and to ensure delivery in time for Christmas.

## Step 8

Ask your supporters to complete the shopping lists inside the catalogue. When you leave the catalogue always give a date for the collection of the catalogues.

## Step 9

It's a good idea to have samples of the cards and wrap to show your supporters the quality of the product.

## Step 10

To save time, go online to order, you can use the quick order facility and check stock availability.



## Shop online with [webbivory.co.uk](http://webbivory.co.uk)

Fundraising online is quick and easy. It's secure and available to you 24 hours a day, everyday!

Administering your fundraising account online gives you the ability to place orders, check stock availability and track your order whilst in transit.

### New to ordering online? Do you wish to register your account?

Just follow these few simple steps:

1. Go to [webbivory.co.uk](http://webbivory.co.uk) and select the 'Your Account' tab at the top of the page
2. From the bottom of this page select "I haven't registered on the website before but I have a Webb Ivory account"
3. You will then come to the Registration page
4. Complete the details requested and then select continue
5. You will then be asked to confirm the details and add a password

*And that's it  
You're ready to go!*

Webb Ivory is a trading style of Express Gifts Ltd  
Registered Office: Burley House, Bradford Road, Burley in Wharfedale,  
West Yorkshire LS29 2DZ. Registration No: 718151

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