



# FAQ for Non-Profit Organizations

## **Is there a minimum order?**

The minimum order is 250 cards.

## **How much do we have to pay up front for the Go-Cards?**

You don't have to pay any money up front.

## **When do we have to pay for the cards?**

Your payment is not due until 30 days after the finished cards are delivered to you; that way you can pay out of the money you generate from sales.

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

You don't have to sell all of the cards within 30 days.

Calculate your breakeven point - how many cards you have to sell in order to cover the cost of your purchase. It usually doesn't take long at all to reach the breakeven point.

You now own the rest of the cards free and clear. You can take as long as you want to sell them.

For example, let's say you order 1000 Go-Cards @\$2 each, for a total purchase price of \$2000. You sell the cards for \$10 each. As soon as you sell 200 cards @ \$10 each, you have generated \$2000 in revenue, and have covered the cost of your purchase. You now own 800 cards free and clear. Whatever you sell these cards for, it's all profit.

## **What payment options do you offer?**

You may pay with a company check, personal check or money order. We also accept Visa, MasterCard, American Express, Discover credit and debit cards, and check by phone. You may pay over the phone by calling us at 1-800-211-3216, or you may pay on our secure website at [www.thegocard.com](http://www.thegocard.com).

## **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. 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.

## **What restaurants and businesses will be on our Go-Card? Do we have to sign them up?**

You don't have to sign up the restaurants and businesses; we'll do that part for you.

You know your community best, so we'll ask you to fill out a Merchant Wish List for us. This is a list of over 200 nationally known restaurants and businesses, with space to write-in any locally owned places that we may not know about. Check off a total of 50 of these, and we'll contact them to see if they have an interest in sponsoring the fundraiser.

Remember, not every business owner or manager will say yes; that's why we ask you to check off 50 so you'll end up with 12 sponsors.

### **When filling out the Merchant Wish List, do you recommend certain types of restaurants or businesses?**

We suggest that you consider well-liked, mainstream places that are in demand by a significant number of people in your area. Fast food restaurants, locally owned popular restaurants, oil change businesses, car washes, and dry cleaners are usually good options because they appeal to a wide segment of the local population.

Any type of business you find on the list would be fine; you know your community better than we do, so just do your best when select your choices.

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

Multiple locations are fine as long as we get authorization from each one, and they both know that each other will appear on the card. We may be able to put both businesses in the same box on the card, depending on available space; otherwise we will put each location in its own box.

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

Usually businesses will offer something like buy one, get one free; a certain dollar amount or percentage off your purchase; free upsized to your order, etc.

### **How long are the Go-Cards valid?**

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

### **Are the discounts good one time only?**

The Go-Card offers are good for continuous use for a one-year period, unless specifically noted. Cards are non-transferable and aren't valid with any other coupons, discounts, offers or promotions.

### **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 cards for you. We'll send you a proof before the cards are printed.

### **How long does it take to receive the cards?**

Once we receive your signed agreement and completed Merchant Wish List, we'll get started on contacting the restaurants and businesses that you've checked off. That process can take several days to complete, depending on the availability 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 that, the cards are printed, and it normally takes about 7-10 days for you to receive them.

### **How will we sell the Go-Cards? Any suggestions or tips?**

We'll send you a comprehensive guide that will help you plan your fundraiser's pricing and sales plans. A 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.

## **Pricing Options & Worksheet**

- Price to be printed on the card (retail price)
- Actual selling price
- Multiple card purchase discounts
- Breakeven point calculation
- Different pricing scenarios

## **Sales Plan & Worksheet**

- Appoint leaders and recruit volunteers
- Set an overall fundraising goal and deadline date
- Individual sales goals per volunteer
- Incentives, contests and awards
- Advertising and publicity
- Household and extended family sales
- Door-to-door sales
- Group sales outside a retail store
- Place of employment sales
- Sales to and by local businesses
- Phone, mail and email campaigns
- Bundling with current fundraisers

## **What if we have questions?**

Unlike other companies who leave it to you to figure things out, we assign one fundraising specialist to work with you. Your fundraising specialist 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, sources, helpers, local contacts, benefactors). Typically we recommend a two-week period, due to the fact that most groups have limited time and energy, and will not focus on the fundraiser for long 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 for as long as it takes.

## **What if we sell out faster than we thought? Can we get more cards?**

Yes. We can usually give you a friendly price and quick turnaround, taking into account that you have already paid for your first order of cards. See your fundraising specialist for details.

## **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.

## **We've participated in the Go-Card fundraiser before and it was a tremendous success. We want to do it 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.

**The Go-Card is a creation/promotion of American Business Services**

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