



FAQ for Nonprofit Organizations



Is there a minimum number of Go-Cards that we have to 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 (although you can make more profit if you do; see below for details).

When do we have to pay for the Go-Cards?

Your payment is not due until 30 days after the finished Go-Cards are delivered to you; that way you can pay out of the funds that you generate from selling the cards.

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!

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 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 the **total purchase amount of your order** 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 purchase price 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 purchase cost of the cards.

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

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 e-checks. 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.

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 can do that part for you (although you can make more profit if you do; see below for details)

You know your community better than we do, 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 popular, locally owned places that we may not know about. Check off a total of 36 of these, and we'll contact each one to see if they have an interest in sponsoring the fundraiser. We don't charge the restaurants or businesses anything to sponsor the Go-Card fundraiser, so they're able to get free advertising and publicity in exchange for offering the discount deals.

Remember, not every business owner or manager will say yes; that's why we ask you to check off 36 for us to contact; that way we're assured of securing 12 good sponsors for you.

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

We suggest that you consider well-known, mainstream places that are popular in your community. Fast food restaurants, locally owned mom-and-pop restaurants, oil change businesses, car washes, auto mechanics 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 locations 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.

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

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.

How long are the Go-Cards valid?

The Go-Cards are valid for a one-year period.

Are the discounts good on only one visit?

No. The Go-Card offers are good for continuous use for a one-year period, unless specifically noted. Cards are nontransferable and aren't valid with any other coupons, discounts, offers or promotions.

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, if you choose to make the selling price \$20, then you'll run into more prospective customers who will tell your sales volunteers "no." At \$20, you'll make more profit per card, but you may end up selling fewer cards.

What it really comes down to is what price do you think will be accepted by most people in the neighborhood in which you will be selling?

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 Merchant Wish List, we'll start contacting the restaurants and businesses that you've selected. That process can take several days to a week or more 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 you have okayed the layout, appearance and accuracy of the information, the cards are printed. A typical order requires 7-10 business days to receive after the order has been placed with the printer.

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

We have an informative guide posted as a link on our website called "**The Go-Card Tips 'n Tricks**", which is a comprehensive handbook that will help you forecast, map out and plan every aspect of your fundraising program.

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.

What if we have other 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. Plus you can always call our toll-free number and someone will help you.

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, benefactors). Typically we recommend a two-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 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 Go-Cards are custom designed and printed 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 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 consider themselves to be 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.