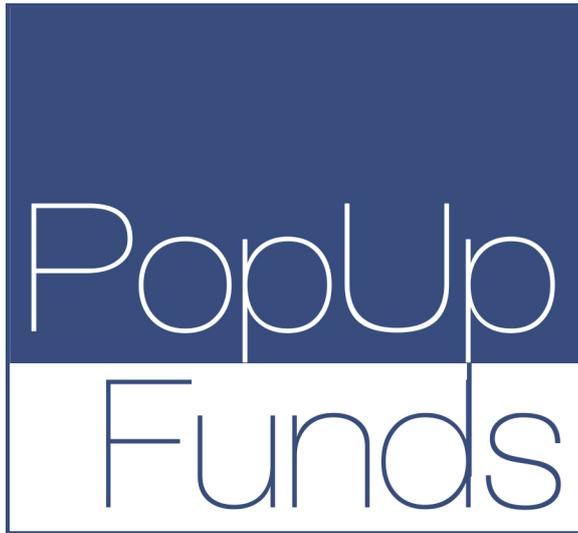


Get-togethers



Sports,
Scouts &
Band

Fundraisers

USING POPUP FUNDS

How PopUp Funds can help you raise and collect funds for your favorite fundraising Events, Sales, Gift-Giving and more.

Schools &
Organizations

Make
Money

01

HOW CAN POPUP FUNDS HELP ME?

We help individuals and small organizations create online storefronts for all fundraising and collecting. For example, with our simple online tool you can collect membership fees, t-shirt sales, and host fundraisers. And can all be done at once with no setup fee. We eliminate the need for a web developer, well-versed in setting up and managing an online storefront. With PopUp Funds, anyone can create and share a PopUp in minutes and easily track sales or money collected without extensive technical experience.

WHY SHOULD I USE POPUP FUNDS?

It can be expensive to set up a website on your own or hire developers and pay for hosting and other fees when you are working with no budget. We get it, and this is why we created PopUp Funds! Unlike other online sales platforms, it doesn't cost anything to set up your PopUp shop and give it a try. There is no monthly subscription fee, and you only pay when you collect.

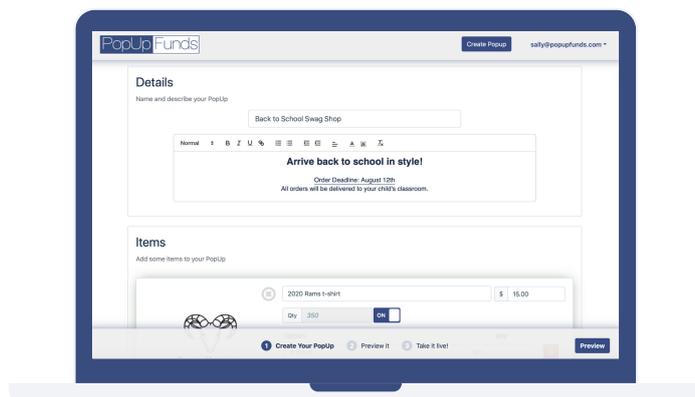
Through personal experience (and, if we're being honest, a little frustration) we thought of everything. Our platform wasn't built for large corporations. We built it for people like you and people like us. Schools, parents, social clubs, nonprofits and more use PopUp Funds to collect funds or sell products/items online.

02

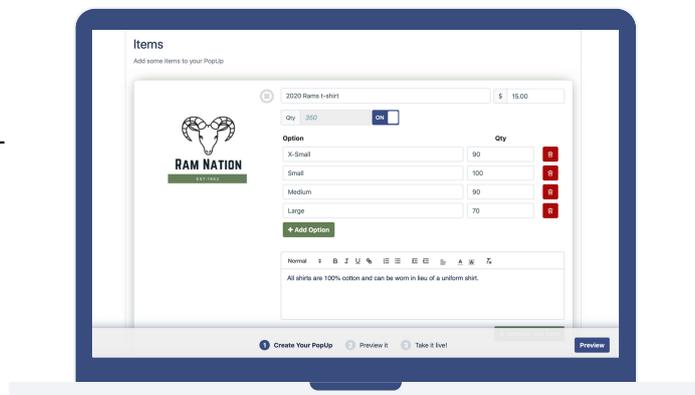
HOW DOES IT WORK?

Setup is simple. Create your popup, enter information about your sale or item, then publish. That's it!

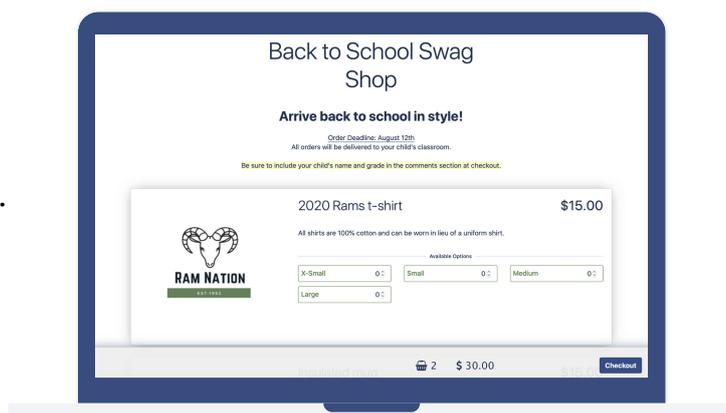
CLICK ON "CREATE POPUP".
ADD A TITLE AND DESCRIPTION



ADD ITEMS YOU WOULD LIKE TO SELL
WITH A PHOTO AND DESCRIPTION.



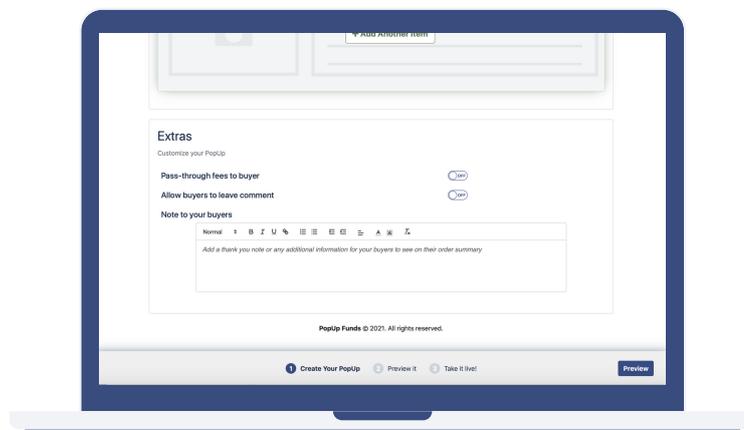
PREVIEW THE POPUP AND PUBLISH.



03

WHAT EXTRAS CAN I ADD TO MY POPUP?

At the bottom of each PopUp we offer a few unique customizations.



Pass-through fees: This option pushes the PopUp fees onto your buyer. Buyers will see the fee when they checkout. Everyone is used to extra fees when it comes to buying online and realize that it is a cost of convenience, so don't be afraid to use it.

Buyers comment: Sometimes you need more information from your buyer. For example: child's name, what needs to be printed on a jersey) This allows for your buyer to leave more information if needed.

Note to buyers: After the sale is complete you may want to give your buyers some instructions or more information. This is the perfect place to put it. It shows up on the screen after checkout AND on their emailed receipt for them to refer back to at any time.

Do you have an idea for a new feature you think would be great on PopUp Funds? Let us know!

hello@popupfunds.com

04

HOW DO I GET THE MONEY I RAISED?

You can withdraw money at any time as long as there is money in your PopUp Funds account.

On the user dashboard, you will see the 'Account Info' tab. There you can see how much money is available, withdraw money and find the link to see your Stripe history. Your first payout may be in pending status for 7-10 days after your first successful payment is received. The first payment usually takes a little longer to establish your Stripe account. Subsequent payouts are then processed more quickly.

Withdrawals will show pending immediately and can take 2-4 business days for the funds to show up in your bank account.

If you have to initiate a refund, you must have money left in your Stripe account to do so.

[To find out more please read our article on how to withdraw.](#)

05

WHY WOULD I USE POPUP FUNDS INSTEAD OF OTHER WEBSITES?

Our goal is to simplify the collection process for busy people. The doers like you.

There are numerous websites out there that help with selling and collecting money online. Setting up a permanent store online can take anywhere from a few hours to days or weeks. There are also websites where you can create a donation page in minutes, but that's all they offer...Each of those options solve a specific problem, but it requires you to use a different platform for each task. Wouldn't it be nice to accomplish all of your tasks in the same place?

What if you just want to sell something for a short time? Or only have one item to sell and no website to host it? What if you want to sell some items along with your donation drive? If you are the parent put in charge of the entire football team's spirit wear and have to collect orders from 70 families. It is just too much. Maybe, you just want to test the waters with a new idea you have, without making a huge investment in building an online store. Or, you've found an amazing local vendor who will give you a great price but they don't have the online infrastructure to sell it for you?

PopUp Funds is here to help! We are here for all those events and sales where it seems too expensive and time consuming to create a standalone online shop. We also allow for you to create as many PopUps as you'd like. A permanent storefront website is perfect for one business or group, but you can't suddenly start collecting for your son's football team on your neighborhood book club website. (Or at least you shouldn't) On PopUp Funds, you can! One PopUp for each, shared with the correct group and you control it all on one dashboard. You decide who to share your PopUp with.

06

HOW MUCH CAN I MAKE?

Great news! You can make as much money as you'd like!

Although, the Federal government does have a few rules.

PopUp Funds is required to issue a 1099-K form to you and the IRS if your combined collections met both of these requirements:

You had \$20,000 USD in total gross volume through PopUp Funds during the calendar year.

AND

You received 200 or more payments through PopUp Funds over that same period.

OR

You live in Massachusetts or Vermont and had \$600 or more in total gross volume through PopUp Funds.

To find out more about the 1099K please see our [FAQs](#), or visit [irs.gov](https://www.irs.gov).

Look at it this way: if you get a 1099-k from us, it means your PopUps have been successful!

07

WHAT ARE YOUR FEES?

The short answer:

5% platform + 2.9% CC processing = 7.9% + .45 per transaction

The long answer:

Just a small fraction of your PopUp sale price. Set up is free, there are no monthly fees or upcharges. When you have a purchase or collect funds, 5% pays for your use of the platform and 2.9% (plus \$0.45 per transaction) is collected for payment processing. That's it. Just a total of 7.9% (plus \$.45 per transaction).

As the creator of the PopUp, you can decide if you would like to absorb the fees yourself and build the cost into your price or pass-through the fees to your buyer. If you choose to include fees in your price, buyers won't know the price is increased and it pays for itself. You won't have to worry about making the payments, because we subtract the amount directly from your purchases and send you the balance. Life is all about convenience, and in our experience, buyers usually don't have an issue paying a little more to make sure they can mark another task off their to-do list! In fact, when given the choice between paying in cash or check vs. a fee online, 85% choose online due to convenience.

Creating a PopUp allows you to reach people who might forget to donate or buy items. When you are able to capture more people, you make more money! We have seen PopUps help groups double their sales from the previous year just because there was an easy, affordable way to pay online.

08

HOW DO I GET PEOPLE TO KNOW ABOUT MY POPUP?

Promote, promote, promote!

Social media is the fastest way to get the word out about your PopUp. Posting in your groups and asking others to share can get the word spread quickly. Making sure to add your PopUp information in newsletters and flyers is also helpful.

Make sure that you talk about the PopUp often, if not every day, on social media. Everyone is busy, posts get lost in the scroll, and no one goes back to find a post from a few days ago. Because of this, you need to make sure to post as often as possible to remind parents, buyers, friends, and more. Don't worry, you aren't nagging them, you are reminding them.

We created PopUp to offer a more personal way of selling. People will only know about your PopUp if you send them the link or promote it yourself on social media.

You cannot search for a sale on PopUp's homepage. This is to help ensure that your item or event (ex. school movie night) is seen by the people you want to see it and not people you don't. While your PopUp is not searchable within PopUp Funds, search engines may still find it depending on how long your PopUp has been online.

09

POPUP FUNDS FOR FUNDRAISING

There are some pretty amazing ways to fundraise out there. But many of those great ideas only give you a small percentage of what you actually sell. They dictate what you sell and how much you sell it for.

With PopUp Funds you can take fundraiser you have hosted for years and bring it online, or get creative can come up with a completely new idea that fits your groups specific need.

We have an amazing amount of ideas in our [Resource section](#) on our website.

SHARE EASILY

Right now, selling face to face has become harder. With PopUp you can take your yearly in-person sale and place it online. Plus you can share your PopUp with family and friends across the country. Since your fundraiser is online, share the link with anyone! Let grandparents show their school/team spirit too.

STAY ORGANIZED

Fundraisers can take a lot of volunteers.

With PopUp Funds you can keep it streamlined by creating a PopUp for each need. Allowing you to easily see how much money each has made, who has paid and what they ordered.

10

POPOP FUNDS FOR FUNDRAISING

GET CREATIVE

Need ideas for what type of fundraiser you can host?

- family movie night
- holiday grams
- spring/fall flowers
- custom spirit wear
- locally made jewelry
- kid designed cards and art
- parents night out
- seasonal decorations
- father/daughter dances

As always, you can add the ability for a cash donation to your PopUp.

HOW TO SHARE

Once you've made the decision to put your fundraiser online, you need to get the word out. We give you a URL to share however you choose, but to collect the most money we have a few ideas that can help.

- create a shortened url with an easy tag
- create a QR code that can be added to all newsletters, flyers and social media posts
- let people know what's coming to build excitement
- create a sense of urgency by giving a deadline
- post on social media DAILY! You can do this by showing different products, talking about your group, telling everyone how the money will be used

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POPUP FUNDS FOR FUNDRAISING

OTHER WAYS POPUP FUNDS CAN WORK FOR FUNDRAISERS

Host many different types of fundraisers or repeats the same fundraiser.

Host different fundraisers throughout the year:

If your group does more than one fundraiser a year PopUp Funds can make keeping track of each one simpler by having it all in one place.

Create an account that can be passed on:

Create an account that attaches to your groups bank account and use your groups admin email address. (If your group doesn't already have a admin address, use gmail to create one.) That way all of the money is directly deposited into the group's account and management can easily be passed on year to year.

Create a master PopUp and copy to keep track of individuals or small groups:

There are countless cash donation sites that let each person create their own site, set goals, and create competition between individuals. Those platforms are great but they also keep a large percentage of the money you collect. If you have a small group a PopUp can be created for each individual allowing them to share their own personal PopUp and letting the admin easily see how much each person has raised.

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HOW CAN I FIND OUT MORE?

WE ARE GLAD YOU ASKED!

We have a huge resource section that answers many questions and can give you lot of ideas on how you can use PopUp Funds.

Need to talk to someone? Feel free to email us at hello@popupfunds.com

"I am a HUGE believer in PopUp Funds. My daughter's Girl Scout troop is currently in fundraiser-"land" for their upcoming educational tour to Europe. We organized a Parents Night Out Event, and although the troop was reluctant to accept payment online, we all saw the value in the PopUp Funds platform and after just a few days, it was evident we made the right choice. Out of the 25 kids who attended, only 2 paid cash. The ease and convenience made all the difference! The actual PopUp was simple and quick to set up and delivery of payment after the event was prompt and seamless. Thank you for making this such a success for us!"

- Brianna