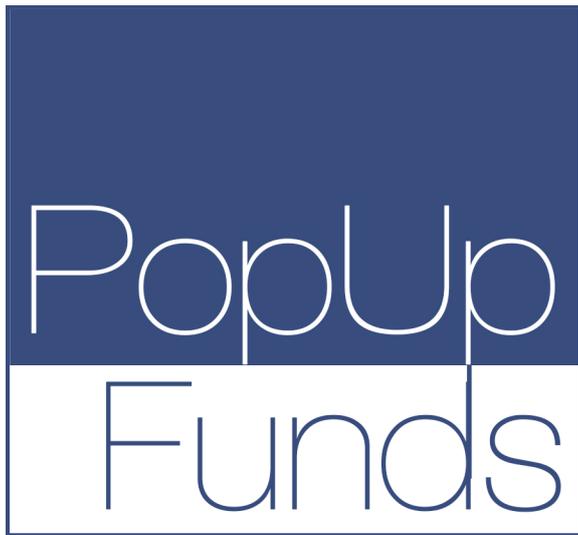


Fundraisers

Sports,  
Scouts &  
Band



Get-togethers

## USING POPUP FUNDS

How PopUp Funds can help you raise and collect funds for Book Clubs, Retreats, Trips, Fundraising Events and more.

Schools &  
Organizations

Make  
Money

# 01

## HOW CAN POPUP FUNDS HELP ME?

We help individuals and small organizations create online storefronts for all their needs. Create a seasonal sale, collect for a group buy, or organize create an evening of fun. It 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?

Coming up with a great group adventure or retreat can be exciting. But managing the cost and payments make it overwhelming. It can be cumbersome and time consuming to collect money from others, especially when there is no standard way to accept payment. 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.

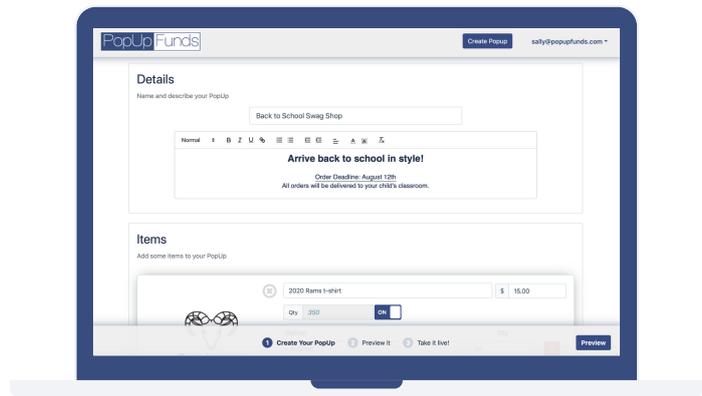
Through personal experience (and, if we're being honest, a little frustration) we thought of everything. Our platform wasn't built for large corporations. We built it for people like you and people like us. Schools, parents, social clubs, nonprofits and more use PopUp Funds to collect funds or sell products/items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

# 02

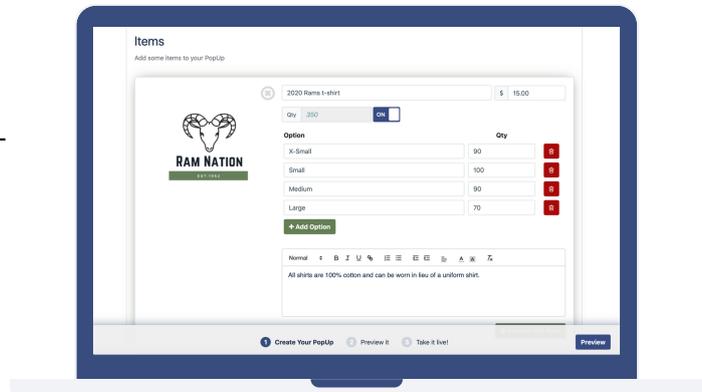
## HOW DOES IT WORK?

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

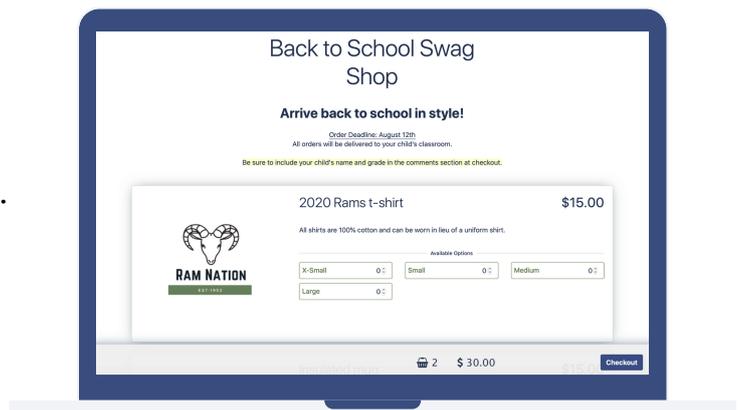
CLICK ON "CREATE POPUP".  
ADD A TITLE AND DESCRIPTION



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



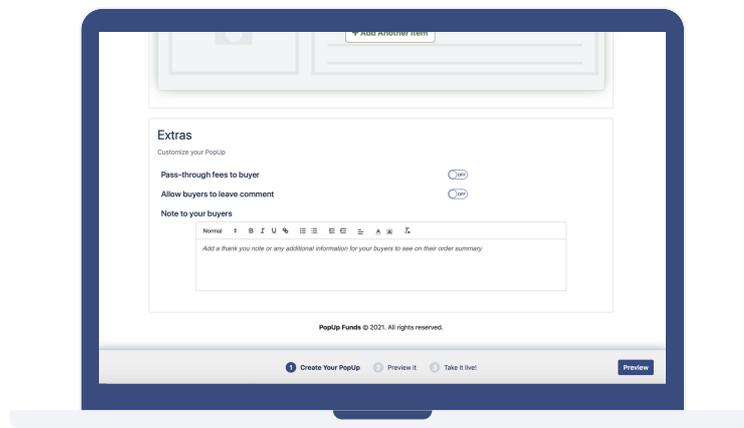
PREVIEW THE POPUP AND PUBLISH.



## 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. This allows for your buyer to leave more information if needed. Many times it is something simple like a name, address, or personalization.

**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 COLLECTED?

**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, but they are focused on very specific needs. Donations, fundraisers, marketplaces. When you have a group, collecting money can get complicated. With PopUp you can create a temporary storefront for others to visit and pay for exactly what they need while you can easily see what has been ordered and who has paid.

Most groups don't host a website, making the ability to collect money online a bigger task than it needs to be. If you are busy person with other activities on your plate, figuring out how to create a website can be too much work.

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 up coming high school reunion 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 and you can link it to any existing website, email, or social media post.

## 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

## POPOP FUNDS FOR GROUPS

### HOW POPUP FUNDS CAN HELP YOU MAKE MONEY

**PopUp Funds can help you jump start your idea in minutes.**

**Host different sales throughout the year or keep track of every group you are a part of:**

Some groups participate in monthly or quarterly group buys. A PopUp can be created for each one making it easier to keep track of who paid for what.

Going on a girls trip and collecting money for your book club? You can be in charge of both! Create a PopUp for your book club and a separate PopUp for your girls trip.

**Create a way to collect payment:**

When you place your group collection online you eliminate the hassle of everyone wanting to pay you in different ways. Everyone pays one way allowing you to keep track of everything, saving time, and they automatically get an emailed receipt after they have paid.

**Create a master PopUp and use the copy feature.**

Does your group host the same get together year after year? Don't worry about having to remake the PopUp from scratch, simply copy the old PopUp and edit it to reflect any changes. That way you save time and can easily keep everything organized.

# 10

## POPOP FUNDS FOR GROUPS

### COLLECT

What you want to collect for is entirely up to you. Here are a few ideas we have seen.

- trips
- book clubs
- retreats
- wine/whiskey tastings
- dinner clubs
- group fundraisers
- DIY nights
- group buys

### HOW TO SHARE

Once you've made the decision to put your sale 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 your social media group
- let people know what's coming to build excitement
- create a sense of urgency by giving a deadline
- post on social media DAILY!

"PopUp Funds made my life easy when I hosted a crafting party. Guests were able to register for the event and pay before attending, and I was able to have the right quantity of supplies in advance. The look of my event through PopUp Funds website was very professional, and the dashboard was very easy to navigate. I also loved that I could easily share the event through social media! I would highly recommend PopUp Funds for anyone hosting an event where people need to pre-pay."

- Allison

# 11

## 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](mailto:hello@popupfunds.com)