

SECTION 1: PROGRAM OVERVIEW & PROFIT SHARING MODEL

Fundraising Made Simple. Memories Made to Last.

Magnolia Charm partners with school booster clubs, youth athletic teams, band boosters, cheer squads, and PTA/PTO boards to deliver high-quality, personalized photo keepsakes that families actually treasure. Backed by a guaranteed 50% profit share and a 100% pre-order model.

50% PROFIT SHARE Keep half of every dollar raised. Transparent, high-margin funding that goes straight to uniforms, travel, and team gear.	100% PRE-ORDER (ZERO RISK) No guessing quantities, no boxes of unsold stock, and zero out-of-pocket risk. Orders are placed online via your custom mobile link.	SENTIMENTAL KEEPSAKES No perishable junk food or cheap swag. Premium 2.5" x 3.5" optical-grade acrylic photo magnets crafted to live on family refrigerators for 10+ years.
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TRANSPARENT 50% PROFIT SCHEDULE

PRODUCT OFFERING	RETAIL PRICE	YOUR GROUP PROFIT (50%)	DELIVERY SPECS
SAMPLE EARNINGS POTENTIAL (BASED ON 2 PACKS PER STUDENT AVERAGE): - Small Squad (50 Students): 100 packs sold => \$1,000.00 Cash Profit for Your Team - Medium Club (100 Students): 200 packs sold => \$2,000.00 Cash Profit for Your Team - High School Band / Large Org (200 Students): 400 packs sold => \$4,000.00 Cash Profit			

HOW YOUR 14-DAY CAMPAIGN RUNS:

- 1

Launch Branded Link
We build your custom, mobile-friendly campaign link branded with your logo and colors.
- 2

Parents Upload Photos
Families upload their favorite smartphone pictures and crop in real time (10-14 day window).
- 3

Studio Batch Production
Our Long Beach, MS studio UV-prints at 300 DPI, laser-cuts, and hand-finishes every piece.
- 4

Pre-Sorted Delivery & Check
Orders arrive pre-sorted by classroom/roster along with your fundraising check.

PRODUCT SPECIFICATIONS FOR COORDINATOR PEACE-OF-MIND: - Exact Dimensions: 2.5" x 3.5" (wallet portrait 5:7 ratio) Optical Shatterproof Acrylic Gloss 30-mil Heavy Duty Magnet Backing - 300 DPI Archival UV Inks (Water-resistant, child-safe, non-fading) Handcrafted in Mississippi Individually Packed by Student

READY TO LAUNCH? FILL OUT THE CAMPAIGN AGREEMENT ON PAGE 2
Or start online immediately at: magnoliacharm.net/fundraisers

SECTION 2: INTERACTIVE COORDINATOR CAMPAIGN AGREEMENT WORKSHEET

Coordinator & Campaign Launch Agreement

Type directly into the editable fields below using Adobe Acrobat, Apple Preview, or Chrome, save, and email to info@magnoliacharm.net.

ORGANIZATION / SCHOOL NAME *

GROUP TYPE (BAND, SPORTS, PTA, ETC.) *

COORDINATOR / CONTACT PERSON *

ROLE / TITLE IN GROUP

COORDINATOR EMAIL ADDRESS *

PHONE NUMBER

TEAM COLORS & MASCOT

ESTIMATED PARTICIPATING STUDENTS

DESIRED CAMPAIGN START DATE

DESIRED CAMPAIGN END DATE (10-14 DAYS)

TARGET FUNDRAISING PROFIT GOAL (\$)

SCHOOL / GROUP DELIVERY SHIPPING ADDRESS (FOR PRE-SORTED BOXES)

FUNDRAISING CHECK PAYABLE TO (EXACT NAME OF BOOSTER / CLUB ACCOUNT) *

SPECIAL NOTES, CUSTOM CAMPAIGN LINK DESIRED, OR QUESTIONS

PROGRAM COMMITMENT & 50% PROFIT GUARANTEE:

1. Magnolia Charm guarantees a 50% payout on all gross keepsake sales collected during the campaign window.
2. Zero out-of-pocket costs or minimum purchase quotas are required from the school or booster club.
3. All orders are pre-sorted by classroom or roster and dispatched within 5-7 business days of campaign close.
4. Payout checks are issued with delivery or via direct ACH transfer to the designated group account.

COORDINATOR AUTHORIZED SIGNATURE / DIGITAL NAME

DATE

Save this PDF and email to: info@magnoliacharm.net with your logo to receive your link within 24 hours.

SECTION 3: COORDINATOR CHECKLIST & PARENT ANNOUNCEMENTS

Campaign Action Checklist & Communication Scripts

Step-by-step checklist with clickable interactive checkboxes. Track your campaign from pre-launch to payout.

- ☐ Pre-Launch: Submit coordinator agreement form and high-res team logo
- ☐ Pre-Launch: Receive custom mobile ordering link & printable parent flyer PDF
- ☐ Day 1: Send Parent Announcement Email (copy script below) & hand out flyers
- ☐ Day 1: Post campaign link on team/school Facebook, Instagram, or Band app
- ☐ Day 5: Send Mid-Campaign Reminder email highlighting 50% fundraising goal
- ☐ Day 10: Send "Final 48-Hours" reminder alert before order portal closes
- ☐ Closing Day: Review final order tally & gross sales summary from Magnolia Charm
- ☐ Delivery: Receive pre-sorted student packets and distribute to homerooms
- ☐ Payout: Deposit 50% fundraising check into your booster/club account

ANNOUNCEMENT 1: KICKOFF EMAIL / REMIND / SOCIAL COPY (COPY & PASTE)

Subject: Preserve your favorite family & student memories while supporting our team!

Dear Families,

We are excited to launch our custom photo keepsake fundraiser with Magnolia Charm! Instead of asking you to buy wrapping paper or junk food, you can now turn your favorite smartphone photos into handcrafted 2.5" x 3.5" optical-grade acrylic refrigerator magnets.

- Signature 4-Pack: \$20.00 (\$5/each) | Single Keepsake: \$8.00
- 50% OF EVERY DOLLAR RAISED goes directly to fund our uniforms, travel, and team gear!

Upload directly from your phone in under 2 minutes: [INSERT YOUR CUSTOM CAMPAIGN LINK]
Campaign runs through [INSERT END DATE]. Orders arrive pre-packaged and sorted by student. Thank you!

ANNOUNCEMENT 2: FINAL 48-HOUR "LAST CHANCE" ALERT

Subject: Final 48 Hours: Custom Keepsake Magnet Fundraiser Closes Soon!

Friendly reminder! Our custom photo magnet fundraiser ends in 48 hours on [INSERT END DATE].
Don't leave your favorite team, sports, and family photos stuck in your camera roll!

Turn them into crystal-clear optical acrylic fridge keepsakes in 2 minutes:

* Order here: [INSERT YOUR CUSTOM CAMPAIGN LINK]

Every order puts 50% directly back into our program. Thank you for your amazing support!

TIP: Share on parent group chats (Remind, Band app, GroupMe) for a 3x higher participation rate.

SECTION 4: FILLABLE ORDER TRACKER & DISTRIBUTION LOG

Campaign Student Roster & Order Tracking Sheet

While parents can order 100% online, use this fillable log to track offline orders, classroom tallies, or envelope handoffs.

#	STUDENT / ATHLETE NAME	HOMEROOM / GRADE	4-PACKS (\$20)	SINGLES (\$8)	TOTAL (\$)	DELIVERED
1						☐
2						☐
3						☐
4						☐
5						☐
6						☐
7						☐
8						☐
9						☐
10						☐
11						☐
12						☐
13						☐
14						☐
15						☐
16						☐
17						☐
18						☐

CAMPAIGN TOTALS (TO BE RECONCILED WITH STUDIO REPORT):

Total 4-Packs:

Total Singles:

Gross Sales (\$):

50% GROUP PROFIT (\$):