

Getting started for fundraiser leaders

Send your team the signup link. Each family gets a personal selling link, QR code, and simple instructions. You keep everyone on track and coordinate delivery.

Ashman Fundraising · fundraisers.ashmancandles.com/wiki/getting-started-leaders

Get ready to invite your team

Sign in and open your fundraiser from the [Dashboard](#). Creating your first fundraiser? Choose [Start](#) to enter your details, select products, add your team, and submit for approval.

You can invite sellers while you're setting up. Before asking them to share with supporters, confirm your fundraiser is **approved and open for orders**. Give families the goal, selling deadline, and a contact for questions.

Send the signup link

1. Open **Team** → **Signup link**.
2. **Copy the link** and send it to parents and sellers by text, email, or your group chat.
3. Ask each family to enter the **seller's name and an email address**, add an optional photo, and choose **Create seller page**. A parent can use their email for a child; no account or password is needed.

Each new seller lands on a getting-started page with their personal link, QR code, a message to copy, and selling tips. We email the same information and a link back to that page. Families can bookmark it and return anytime.

"Join our [group] candle fundraiser here: [signup link]. Enter your seller's name and a parent or seller email to get your personal selling link and QR code. We'll start sharing on [date], and ordering ends [date]."

Already on the roster?

Use **Manage sellers** → **Invite parent** next to the existing seller's name. Enter their email and select **Send invite**. They'll get a password-free link to access that page. Use **Resend invite** if needed, rather than asking them to create a duplicate.

The signup link is for joining your team. Supporters buy candles through a seller link or the group's fundraising page.

Help families start sharing

Point families to the two options on their getting-started page:

Send a link	Use Share link or Copy link to send the personal seller link by text, email, or social media.
Share in person	Supporters scan the seller's QR code with their phone camera to shop. Open QR code lets families show it on a phone or save the image to print.

Both open the same personal seller page, so orders are credited to that seller. Ask families to preview the page and check the name. The general group link supports the fundraiser without identifying an individual seller.

Need to find a seller's link? Open Team and find their name. Select Done if you're editing the roster. Click their URL to copy it, or open Share for the link, QR code, and social graphics.

Send the [parents & sellers guide](#) with your kickoff message. Start with one simple ask: send a personal text to a few friends or family members.

Follow progress

Open **Overview** for goal progress and group earnings. The seller leaderboard shows units, product sales, and the amount raised by each seller.

- **Product sales** are the credited value of products sold.
- **Raised for the group** is your approved share of those sales. Shipping and sales tax aren't fundraising earnings.
- **Paid orders** count toward results; an unfinished checkout doesn't.

Celebrate progress, remind families of the deadline, and suggest one next step, such as sharing with three more people. Use Products & Details to review your selection and fundraiser information.

Coordinate pickup and delivery

Ship to me orders go directly to supporters. **Fundraiser-delivery** orders come through your group for sellers to hand off.

Open **Fulfillment** to follow paid fundraiser-delivery orders and see seller, buyer, and item details.

1. **Confirm readiness.** Wait for the order status and Ashman's coordination before announcing pickup.
2. **Arrange pickup.** Tell families when and where to collect products and which orders they'll deliver.
3. **Check the products.** Have sellers match scents and quantities to order details before leaving.
4. **Confirm delivery.** Families arrange drop-offs with their supporters and report back. Keep fulfillment statuses current using the available order actions.

Finish with a thank-you and share what your group achieved.

Your quick checklist

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| ☐ Send signup links or invitations for existing sellers. | ☐ Confirm ordering is open and share the deadline. |
| ☐ Help families use their personal links and QR codes. | ☐ Check Overview for progress and paid sales. |
| ☐ Coordinate pickup and confirm deliveries. | |

Need a hand? Parents and sellers can start with their fundraiser leader. Leaders can contact fundraisers@ashmancandles.com.