



City Pop Fundraising

Complete guide for running a successful fundraiser.

1. Introduction

City Pop Fundraising is an online fundraising platform built for schools, sports teams, scout troops, churches, PTAs, and any group that wants to raise money without the hassle of cash collection, paper order forms, or upfront inventory.

Supporters browse and purchase premium City Pop gourmet popcorn and snacks through a personal online store. City Pop ships every order directly to the buyer's door. When the campaign closes, organizers receive 50% of total sales — transferred automatically to their bank account via Stripe.

How It Works — At a Glance

- 1 Create your campaign**
Sign up, name your fundraiser, set your goal and duration (7, 14, or 21 days), and your store goes live instantly.
- 2 Share your store link**
Every organizer gets a unique URL. Participants get their own personal link that tracks their individual sales.
- 3 Supporters shop**
Buyers browse gourmet popcorn and snacks and check out securely through our website. No cash, no paper forms.
- 4 City Pop ships direct**
Every order ships straight to the buyer's address. Zero handling required on your end.
- 5 Get paid automatically**
Campaign closes on schedule. Your 50% payout transfers to your bank via Stripe within 5 business days.

User Roles

City Pop Fundraising has three roles for campaign members, plus a Group Manager* role for district-level oversight.

| Role | What They Can Do | Best For |
|----------------|---|---|
| 👑 Organizer | Full dashboard access — create/close campaign, invite members, manage settings, connect Stripe, view all orders, see payout | The teacher, coach, or team parent running the fundraiser |
| 👑 Co-Organizer | Same as Organizer except cannot change campaign settings or connect Stripe | A helper or assistant who needs to monitor sales and invite members |
| 👤 Participant | Personal store link and leaderboard — can share their link to earn sales credit. Read-only access to campaign totals | Individual student, team member, or seller with their own referral link |

👑 Group Managers are a special role for district directors, scout council executives, church diocese administrators, and other larger organizations. They get a separate dashboard showing all campaigns across all organizations in their group. Note: Your organization must be approved by City Pop to have this access level. Contact info@citypopdenver.com for additional details and to request access.


2. Getting Started

Creating Your Account

Visit citypopfundraising.com and click Start Fundraising. Fill in:

- First and last name
- Email address and password (minimum 8 characters)
- Organization or group name (e.g. "Lincoln Tigers Soccer")
- What you are raising money for (e.g. "State Championship trip")
- Campaign duration — 7, 14, or 21 days
- Start date (optional — leave blank to start immediately)
- Fundraising goal amount


After submitting, check your email for a verification link. Click it to activate your account. Once verified, log in and you will land on your campaign dashboard.

 *Tip: Use the Payout Estimator on the sign-up form to estimate your earnings before launching. Drag the Supporters and Bags Each sliders to model different scenarios.*

Logging In






Visit citypopfundraising.com and click Log In. Enter your email and password. If you have already connected Stripe and have an active campaign, you will go directly to your dashboard.

Forgot your password? Click Forgot password? on the login screen. Enter your email and a reset link will arrive within a minute. The link expires in 1 hour.

 *Note: Check your spam or promotions folder if you do not receive the verification or reset email within 2 minutes. If you received email in your junk/spam folder, it's best to mark the email as "not junk" to prevent further issues with receiving emails from City Pop Fundraising.*

Navigating the Dashboard

After logging in, you will see the sidebar on the left with five main sections:

-  Dashboard — live sales overview, goal progress, leaderboard, and recent orders
-  Orders — full order history with fulfillment status for every purchase
-  Payout — connect Stripe and view your payout history
-  Members — invite and manage your team
-  Settings — notifications, account info, and password

On mobile, tap the hamburger menu (☰) in the top-left corner to open the sidebar. Tap outside the sidebar or the ✕ button to close it.

Switching Between Campaigns


If you have run multiple campaigns, a campaign switcher appears at the top of the sidebar. Click the campaign name to expand a dropdown of all your campaigns. Select any campaign to switch context — all dashboard data, orders, and payout information will update to reflect the selected campaign.

3. Running Your Campaign

The Dashboard Overview

The main dashboard shows you everything at a glance:


- KPI tiles — Total Sales, Your Earnings, Orders, and Average Order Value
- Goal Progress bar — shows percentage of your fundraising goal reached, with a stretch goal indicator at 125%
- Campaign countdown — days remaining until your campaign closes
- Sales chart — bar chart of orders over the last 7 days
- Participant leaderboard — ranks your team members by personal sales
- Recent Orders feed — live ticker of incoming orders with animated notifications

 *Tip: Enable push notifications in Settings to get an instant browser alert every time an order comes in — even when your dashboard tab is not open.*

Milestone Celebrations

When your campaign hits 25%, 50%, 75%, or 100% of its goal, City Pop automatically sends a celebration email to everyone on your team — organizers, co-organizers, and all participants. Each email includes:

- The milestone percentage reached
- Current total sales, earnings, and order count
- A personalized store link for each participant to share immediately
- A motivational message to keep momentum going

 *Each participant receives their own personal store link in the milestone email, making it easy to share at exactly the right moment when excitement is highest.*


Sharing Your Campaign

Your store has a unique URL. It's important not to alter this URL in any.

From the Dashboard, click the Share button to open sharing options:

- 📱 Text/SMS — pre-filled message with your store link
- 💬 WhatsApp — share directly to WhatsApp contacts
- ✉️ Email — opens Gmail or mail app with pre-written message
- 📘 Facebook — opens Facebook share dialog
- 📷 Instagram — copies your link to paste in stories or bio
- 📄 Copy Link — copies the URL to your clipboard

You can also generate a QR code from the dashboard. Click the QR Code button and a scannable code will appear that links directly to your store. Download it and add it to printed flyers or other promotional displays.

 *Tip: Share your link at least once per day throughout your campaign. Campaigns that share on 3+ platforms raise significantly more than those that share once.*

Extending Your Campaign

If you want more time to sell, organizers or co-organizers extend a campaign from the dashboard. Campaigns can be extended by up to 14 additional days. Your store stays live and all existing orders are preserved.

Closing Your Campaign

Campaigns close automatically at 11:59 PM on their end date — no action needed from you. You may not close your campaign earlier.

When your campaign closes:

- All pending orders continue to ship normally
- A campaign recap email is sent to all organizers with final totals
- Your payout is scheduled for 5 business days after close

⚠ Note: Once a campaign is closed, supporters cannot place new orders. Make sure to share your final reminder 24-48 hours before the close date.

Campaign Cloning

Want to run another fundraiser? From the dashboard, click Run This Fundraiser Again on any closed campaign. This clones your campaign with the same name and organization, ready for you to set a new start date and goal. All your settings and team history are preserved — you just need to re-invite members and reconnect Stripe for the new campaign.

4. Managing Your Team

Inviting Members

From the dashboard, click Invite Member or go to the Members tab. Fill in the name, email, and select a role:

- Participant — gets a personal store link and appears on the leaderboard
- Co-Organizer — gets full dashboard access to help manage the campaign

After generating the invite link, you can share it via email, text, or copy it directly. The invite link expires after a set period. When someone clicks the link, they are taken to a join page where they create their account and are automatically added to your campaign.

Bulk CSV Import

To invite an entire class, team, or organization at once, use the CSV import feature:

- From the Members tab, click Import CSV
- Download the template file (columns: email, name, role)
- Fill in your list — role should be "participant" or "co_organizer"
- Upload the completed CSV file
- City Pop sends a personalized invite email to every address automatically

💡 Tip: If you leave the role column blank, everyone defaults to Participant. You can also set a default role using the Role selector before uploading.

The Participant Leaderboard

The leaderboard on the main dashboard ranks all participants by their personal sales total. Each participant earns credit for orders placed using their personal store link (the URL that includes their unique participant ID).

Gold 🥇, Silver 🥈, and Bronze 🥉 medal icons appear next to the top three sellers. Motivational messages adjust based on each participant's current rank to keep the energy high throughout the campaign.

Viewing and Managing Members

The Members tab shows all current team members with their role, share token, and order count. From this view, organizers can:

- View each member's personal sales total
- See pending invites that have not yet been accepted
- Revoke pending invite links
- View member email addresses
-

5. Payouts & Stripe

How Payouts Work

City Pop pays organizers 50% of total campaign sales via Stripe — an industry-standard payment platform used by millions of businesses. The payout process is fully automatic once you connect your Stripe account. City Pop does not offer check, credit card, or cash payments.

1 Connect Stripe

Go to the Payout tab in your dashboard and click Connect Stripe. Complete the 5-minute onboarding to link your bank account.

2 Campaign closes

On the close date, City Pop calculates your 50% payout from total sales.

3 Payment Processing

City Pop issues the payment 5 business days after your fundraiser closes. This allows time for any order adjustments to settle before the transfer begins.

4 Automatic transfer

After 5 business days, City Pop initiates a Stripe transfer to your connected bank account. You receive a confirmation email with the transfer ID.

5 Funds arrive

Stripe deposits the funds directly into your connected bank account, typically within 1-2 business days of the transfer.

⚠️ Note: Payouts require a connected Stripe account. If you close your campaign without connecting Stripe, City Pop cannot process your payout automatically. Connect Stripe as soon as possible to avoid delays. City Pop cannot expedite payments for users who do not connect their stripe accounts prior to the close out of the fundraiser.

Connecting Stripe


Navigate to the Payout tab in your dashboard. If Stripe is not yet connected, click [Connect Stripe — Set Up Your Payout Account](#). You will be taken to Stripe's secure onboarding flow.

What You Need (Individual / PTA / Booster Club)

- Legal full name — must match your government ID
- Date of birth
- Home address
- Last 4 digits of your Social Security Number — for identity verification only; Stripe uses 256-bit encryption and City Pop never sees this information
- Bank account routing and account number — checking account where your payout will be deposited
- Phone number — for Stripe account security

What You Need (Registered Organization / EIN)

- Legal business name — exactly as it appears on your EIN letter
- Employer Identification Number (EIN) — find it on your IRS confirmation letter
- Registered business address
- Business website URL — a school website or Facebook page works
- Authorized representative name, date of birth, and last 4 SSN
- Organization's checking account routing and account number

 *Tip: PTAs, booster clubs, and school groups with an EIN should use the Registered Organization flow. If your group does not have an EIN, the Individual flow works fine — use the treasurer's personal information.*

Payout History

The Payout tab shows a full history of all payouts for the current campaign, including the date processed, amount transferred, payment status, and Stripe transfer ID. You can use the transfer ID to look up the transfer in your Stripe Express Dashboard. Please contact stripe directly for any updates on payment transfers.

Viewing Your Stripe Dashboard

Once connected, the Payout tab shows a [View Stripe Dashboard](#) button. Click it to open your Stripe Express Dashboard in a new tab, where you can see:

- Real-time transfer status
- Bank account details
- Transaction history

6. The Supporter Store

What Supporters See

When a supporter visits your store link, they see a mobile-friendly storefront showing:

- Your campaign name and organization
- A countdown timer showing days and hours remaining
- The goal progress bar with how much has been raised

- Live supporter leaderboard
- The full City Pop product catalog with prices

Supporters browse products, add items to cart, and check out securely through Shopify. Shipping address, payment, and order confirmation are all handled at checkout.

Product Categories

Products are organized by category with filters at the top of the store:

- 🍿 Popcorn — classic and flavored gourmet popcorn
- 🥨 Pretzels — gourmet seasoned pretzels
- 🍭 Cotton Candy — cotton candy varieties

All products are made fresh by City Pop.

Custom Store Theme

Organizers can customize the store's accent color from the Dashboard settings. Choose from 12 preset color swatches or use the color picker to match your team or school colors. The selected color applies to buttons, progress bars, and highlights throughout the store. Your organizer can upload photos or logos of the organization for a personalized touch.

Stretch Goals

If your campaign raises more than 125% of its goal, a stretch goal celebration appears on the store page. This is automatically displayed when total sales exceed the stretch threshold — no configuration needed. The stretch goal encourages supporters to keep buying even after the main goal is reached.

Scheduled Campaigns

If you set a future start date when creating your campaign, the store displays a "Coming Soon" state until the start date arrives. Purchases will not be allowed until the beginning of the campaign. The campaign description and countdown to launch are shown, but products are not purchasable yet. This is useful for building anticipation before a campaign goes live.

7. Group Manager Dashboard (Requires Approval)

What is a Group Manager?

The Group Manager role is designed for district directors, scout council executives, church diocese administrators, league commissioners, chapter leaders, and any umbrella organization that oversees multiple individual organizations running City Pop campaigns.

Group Managers get a separate, read-only dashboard that shows all campaigns across all organizations in their group — aggregated totals, a leaderboard of top-performing organizations, and a campaign calendar. They cannot edit campaigns, process payouts, or modify any campaign data.

 *Tip: Group Manager accounts are set up by City Po. If you manage multiple schools, troops, or chapters and need this access, contact City Pop support at info@citypopdenver.com*

Group Manager Dashboard Views

The Group Manager dashboard has four views accessible from the sidebar:

Overview

The landing page after login. Shows:

- 5 KPI tiles — total organizations, active campaigns, scheduled campaigns, total raised, and total paid out
- Warning banner for campaigns ending within 3 days
- Active campaigns feed — live list of all running campaigns with goal progress bars and current earnings
- Organization leaderboard — organizations ranked by total sales raised all time

All Campaigns

Complete table of every campaign across all organizations in the group. Columns include campaign name, organization, status badge, payout earned, order count, goal progress bar, start date, and end date. The full table is searchable.

Organizations

Leaderboard of all organizations in the group ranked by total sales. Shows campaign count, active campaigns, total payout earned, total sales, order count, and date of last campaign.

Campaign Calendar

All campaigns grouped by month and sorted by close date, newest first. Each campaign shows the organization name, close date, payout earned, and order count. Campaigns are color-coded by status:

- Green — Active (currently running)
- Amber — Scheduled (not yet started)
- Purple — Closed (awaiting payout)
- Blue — Paid Out (complete)

8. Notifications & Emails

Email Notifications

City Pop sends automated emails throughout your campaign lifecycle:

Account Emails

- Welcome email — sent when you create your account with a link to verify your email address
- Password reset — sent when you request a password reset link

Campaign Lifecycle Emails

- Campaign launched — sent to the organizer when a new campaign goes live
- Campaign extended — sent when a campaign end date is extended
- Campaign closed — sent when your campaign closes with final totals and payout status
- Payout scheduled — sent when your payout is queued (included in the campaign closed email)
- Payout sent — sent when City Pop initiates your Stripe transfer with the transfer ID

Engagement Emails

- Milestone celebrations — automatic emails at 25%, 50%, 75%, and 100% of goal, sent to all team members
- Order notifications — optional email to organizers when new orders arrive
- Daily recap — optional 6am MT summary of previous day's sales activity
- Day-3 check-in — if no orders in the first 3 days, a helpful tips email is sent to the organizer
- Supporter email blast — organizers can send a one-time email to all supporters from their dashboard

Push Notifications

Push notifications deliver instant browser alerts when orders arrive — even if your browser tab is not open. To enable push notifications:

- Go to Settings in the sidebar menu
- Toggle Enable Push Notifications to on
- When your browser asks for permission, click Allow

Once enabled, a notification will pop up on your screen within seconds of every new order. Click the notification to jump directly to your dashboard.

⚠ Note: Push notifications only work while your browser is open. If your browser is closed, you will not receive notifications until you open it again. For 24/7 alerts, keep a browser tab open or check the Order Notification Email setting.

Managing Your Notification Preferences

From Settings, you can toggle:

- Order notification emails — instant email for every new order (good for low-traffic campaigns; can be noisy for high-traffic ones)
- Daily recap emails — a 6am MT summary delivered every morning
- Push notifications — browser pop-ups for instant order alerts

9. Orders & Fulfillment

Order Statuses

Every order progresses through these statuses, visible in the Orders tab:

- Pending — order placed, payment confirmed, awaiting fulfillment
- Shipped — order has been dispatched and is on its way to the buyer
- Refunded — order was cancelled and refunded. Do not contact City Pop to inquire why an order is cancelled/refunded. Unless you are the supporter, we are unable to share specific order details.
-

Orders are updated automatically as City Pop processes and ships them. You do not need to take any action — fulfillment is handled entirely by City Pop.

Orders Tab

The Orders tab shows a full searchable table of every order placed on your campaign, including:


- Order number

- Customer name
- Participant (which team member gets credit for the sale)
- Subtotal amount
- Payout amount for this order (50% of subtotal)
- Fulfillment status
- Order date

 *Tip: Use the search box to find a specific customer's order or look up a particular order number quickly.*

10. Settings

Accessing Settings

Click your name in the bottom-left of the sidebar and select Settings, or click the  icon. Settings is only available to Organizers and Co-Organizers.

Store Theme Color

Choose your store's accent color from 12 preset swatches or open the color picker to enter any hex value. Changes apply immediately to your live store — no publish step needed.

Notification Preferences

- Order notification emails — receive an email for every new order
- Daily recap emails — receive a morning summary at 6am MT
- Push notifications — enable/disable browser push alerts

Account Information

View your registered name and email address. To change your email, contact City Pop at info@citypopdenver.com.

Changing Your Password

From Settings, scroll to the Change Password section. Enter your current password and a new password (minimum 8 characters). Click Save Password. You will remain logged in after changing your password.

11. Tips for a Successful Campaign

Before You Launch

- Set a realistic but motivating goal — use the Payout Estimator to model your expected earnings
- Add a descriptive campaign name that tells supporters what the money is for
- Choose 14 days as your duration — it is the most popular and typically the best balance of urgency and reach
- Connect Stripe before your campaign closes so you are ready to receive your payout automatically

Day One

- Send personal text messages to your 10 closest contacts immediately after launching — direct messages convert far better than public posts
- Make the first purchase yourself or ask a close friend to do it — campaigns with at least one order receive more subsequent orders
- Post to your personal social media accounts with your store link
- If you have participants, send them their personal links and encourage them to share the same day

Mid-Campaign

- Share updates when you hit milestones — "We're at 50% of our goal!" messages drive urgency
- Use the Email Blast feature to send a reminder to all past supporters
- Post daily — one post rarely sustains momentum for 14 days
- Try sharing in different places: neighborhood Facebook groups, workplace chats, church bulletins, team group chats

Final 48 Hours

- Send a final reminder with your exact close date and time
- Message anyone who said "I'll order later" directly
- Post a countdown — "2 days left!" creates urgency
- If you are close to your goal, say so — "We're 85% there, just 12 more orders to go!"

After Your Campaign

- Thank every supporter personally — a thank-you message drives repeat purchases in future campaigns
- Share your final total with your supporters so they know their impact
- Use the Clone Campaign feature when you are ready to run your next fundraiser

12. Frequently Asked Questions

When do I receive my payout?

Payouts are sent 5 business days after your campaign closes. This buffer allows time for any refunds or order adjustments to settle before the transfer fires. Once initiated, Stripe typically deposits funds within 1-2 additional business days.

Do I need money to start a campaign?

No. City Pop Fundraising is completely free to start. There are no upfront costs, no inventory to purchase, and no subscription fees. City Pop earns revenue by keeping 50% of each sale — you keep the other 50%.

What happens if an order is refunded?

Refunded orders are zeroed out in your campaign totals. If a refund happens after your payout has already been transferred, it may create an adjustment to your next campaign payout.

Can I have multiple campaigns running at the same time?

Yes. You can run multiple campaigns simultaneously — for example, one for each sports season or school event. Use the campaign switcher in the sidebar to switch between them.

What if my campaign ends with no sales?

If your campaign closes with zero sales, you will receive an encouraging email with tips on running a more successful campaign next time. No payout is processed and you can launch a new campaign immediately.

Can I reopen a closed campaign?

Yes, if a payout has not yet been processed, City Pop administrators can reopen a closed campaign. Contact City Pop support to request this. Once a payout has been recorded, the campaign cannot be reopened.

How do participants get credit for their sales?

Every participant has a personal store link that includes a unique participant ID. When a supporter visits the store through that link and places an order, the sale is credited to that participant. The leaderboard updates in real time.

What products are available?

The product catalog is pulled live from Shopify and includes all current City Pop gourmet flavors. The selection can vary — visit your store page to see what is currently available. Products marked out of stock are automatically hidden from the store.

Is my personal and banking information secure?

Yes. City Pop never sees or stores your bank account number or Social Security Number. That information is entered directly into Stripe's secure onboarding flow and protected by Stripe's PCI-DSS Level 1 certification — the highest security standard in the payments industry.

Can supporters ship to any address?

Yes. Supporters enter their own shipping address at checkout. Every order ships directly from City Pop's Denver facility to the buyer's door — you never handle inventory or shipping.

What is the stretch goal?

The stretch goal is set at 125% of your fundraising goal. When total sales reach that threshold, a celebration badge appears on your store page. There is no cap — every order beyond the stretch goal still earns you the full 50% payout.