Magnolia Charm Fundraiser Coordinator Guide

Custom 2.5" x 3.5" photo magnets for schools, sports teams, and youth groups.

1. Pricing & School Share

Pack Option	Parent Pays	Your Group Keeps (35%)	Notes
1 Magnet	$9.00	$3.15	$9.00 each
2 Magnets	$18.00	$6.30	$9.00 each
Signature 4-Pack (Most Popular)	$24.00	$8.40	$6.00 each (saves $12)
Family 8-Pack	$44.00	$15.40	$5.50 each (saves $28)

Standard share: 35% of magnet sales (40% when campaign sales reach $4,000+; $500 minimum campaign total, or 25% share below $500).

2. Two-Week Step-by-Step Timeline

Before Kickoff: Confirm your dates, pick your check payee name, and print or email your flyer.

Day 1 (Kickoff): Send the flyer home in backpacks and paste the ready-to-send email/text to parents.

Day 7 (Midpoint): Send the midpoint reminder text and post once on your school or team page.

Day 12 (48-Hour Warning): Send the "48 hours left" text.

Day 14 (Window Closes): Online ordering closes at midnight.

About 1 Week Later: We deliver one box to your school or team, bagged and labeled by teacher/homeroom and student name, along with your payout statement and check.

3. Your Campaign Worksheet (Fillable)

School / Group Name:

Coordinator Name & Email:

Order Link: https://magnoliacharm.net/order/

Order Deadline:

Make Check Payable To:

Ready-to-Send Parent Messages (Copy & Paste)

Copy and paste these into your parent email, Remind app, GroupMe, or school Facebook page.

Message 1: Kickoff Email to Parents (Day 1)

Subject: Custom Photo Magnets for [School / Team Name] ($9 each or 4 for $24)

Hi families,

We are running a photo magnet fundraiser with Magnolia Charm for [School / Team Name]!

You can turn any favorite picture from your phone (picture day, sports, family, or pets) into a thick 2.5" x 3.5" photo magnet in about 60 seconds.

- Pricing: $9 for 1, $18 for 2, $24 for a 4-Pack (most popular), or $44 for a Family 8-Pack.

- 35% of every magnet order goes directly to [School / Team Name].

- Free school delivery: orders are bagged and labeled by teacher/homeroom and student name so they come right home in your student's backpack (or choose optional $6.95 home delivery for grandparents).

Order here before [Deadline Date]: https://magnoliacharm.net/order/[your-slug]

Thank you for supporting [School / Team Name]!

Message 2: Kickoff Text / Remind Message (Day 1)

[School / Team Name] Photo Magnet Fundraiser is open! Upload a favorite photo from your phone and get custom 2.5" x 3.5" magnets ($9 each or 4 for $24). 35% goes to our program, and delivery to the school is free, sorted by teacher and student. Order by [Deadline Date]: https://magnoliacharm.net/order/[your-slug]

Message 3: Midpoint Reminder Text (Day 7)

Halfway through our [School / Team Name] magnet fundraiser! Most families grab the 4-Pack for $24 ($6 per magnet) for the fridge and grandparents. 35% of every sale stays with our group, with free school delivery sorted by teacher and student: https://magnoliacharm.net/order/[your-slug]

Message 4: Last 48 Hours Text (Day 12)

Last 48 hours to order your custom [School / Team Name] photo magnets! Ordering closes [Deadline Date] at midnight so Magnolia Charm can print and sort every classroom packet. Takes 60 seconds from your phone: https://magnoliacharm.net/order/[your-slug]

OFFICIAL PHOTO MAGNET FUNDRAISER

Turn Your Favorite Photo Into a Keepsake Magnet

Custom 2.5" wide x 3.5" tall photo magnets. $9 each or 4 for $24. 35% goes to our group!

How to Order in 60 Seconds from Your Phone:

1. Scan the QR code below or visit the order link on your phone.
2. Upload any favorite photo from your camera roll and enter your student and teacher/homeroom.
3. Pick 1 magnet ($9), 2 ($18), the 4-Pack ($24), or the Family 8-Pack ($44).

Place Campaign QR Code Here

(Or print pre-filled from /admin/flyers)

Order Link: https://magnoliacharm.net/order/

Order Deadline:

Free school delivery: Every order is bagged and labeled by teacher/homeroom and student name.

Optional home delivery (+$6.95) is also available at checkout for grandparents and out-of-town family.

Note: Coordinators and admins can also print a ready-to-copy flyer with the QR code already placed at magnoliacharm.net/admin/flyers.

Classroom & Homeroom Handout Checklist

Use this sheet to check off each teacher or homeroom packet when your Magnolia Charm box arrives.

Done	Teacher / Homeroom / Team Group	# of Student Bags	Delivered By / Notes
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Questions about your shipment or payout statement? Email us anytime and we will make it right.