SuccessFund

PARTNER GUIDE

Sell your vouchers through local fundraisers.

How digital vouchers work on SuccessFund, what we need from you, and a complete example submission from a fictional partner, Acme Car Wash.

See a finished submission

Every example is Acme Car Wash, a fictional partner, so you know what good looks like before you start.

Get the artwork right first time

Exact sizes, the space to leave for the code, and the mistakes that cost partners a second round.

Know the terms up front

How pricing, the earning benefit and the annual program fee work, before you apply.

Example voucher: Acme Car Wash

1 How the program works
2 What the buyer receives
3 QR, barcode or text?
4 Voucher artwork spec
5 How codes are supplied
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Schools sell your product. Supporters get a voucher. You get a customer.

SuccessFund is a fundraising platform used by schools, teams and community groups. A partner is a local business whose vouchers those groups can sell in their campaigns.

1

A group starts a fundraiser

A PTA, team, or club launches a fundraiser on SuccessFund featuring your offers.

2

Supporters buy

Parents, neighbors, and fans buy your vouchers on the campaign page.

3

The voucher is emailed

Buyers receive an email with their single-use voucher.

4

Everyone is paid

Each week, funds are disbursed to you and the participating group based on the earning benefit.

5

They redeem with you

Buyers redeem vouchers at any of your locations. Staff scan the voucher.

You bring the offer

- Voucher artwork with a blank space for the code (section 4).
- Codes your register accepts, or gift card platform access (section 5).
- Your offers, each with a price and earning benefit (section 6).

We handle the rest

- Verified organizers and organizations, with ID, EIN, and sanctions checks.
- Marketing communication opt-ins collected at checkout, with reports.
- Approval tools so you can approve each fundraiser request.
- Branded campaign pages with your pricing locked in.
- Modern payment support, processing costs covered.
- Instant voucher emails with the code on your artwork.
- Customer support for buyers and organizers.
- Coaching that helps every group sell more.
- Automatic payouts and sales reporting.

Meet Acme Car Wash. Acme is a fictional 130-location car wash that wants local schools selling its washes. Every example in this guide is Acme's submission, so you can see a finished one before you start your own.

The voucher email

This is what a supporter sees after buying an Acme Deluxe Wash. We send it from SuccessFund, and your artwork is the centerpiece.

Subject

Your Acme Car Wash gift card is here!

SuccessFund

Thanks for supporting your community! Your Acme Car Wash gift card is below — enjoy.

Optional promo banner (links to your site)

1. **Subject and copy.** We write these for you using your business name. If you want different wording, tell us during review.
2. **Your voucher.** Your 800×800 artwork with the buyer's unique code placed in the empty area you leave for it. Every voucher gets its own code.
3. **Several at once.** A buyer who purchases more than one gets the vouchers stacked in one email, each with a different code.
4. **Optional banners.** We can add a banner above the voucher and a promo image below it that links to your website or app. Ask during review and we will build them from your logo and site.

Codes are single-use. We issue each code exactly once. Redemption works like any other gift card, voucher, or offer you already support: your register or staff mark it used, so a screenshot cannot be redeemed twice.

Pick the code your register can actually read.

This is the question most partners get wrong the first time. The right answer depends on the scanner at your counter, not on which looks nicer.

QR code

A square 2D code in the bottom-right corner of your artwork.

Choose it if staff scan with a phone, tablet, or a 2D scanner that reads codes off a screen. Common with app-based loyalty systems.

Acme chose QR for its Deluxe Wash because attendants scan with a tablet at the pay station.

Barcode

A standard Code 128 barcode across the lower half, with the code printed underneath.

Choose it if your register has a traditional 1D barcode scanner, or your gift card system expects a scanned card number.

Acme chose barcode for its Ultimate Wash because that location's POS scanner only reads 1D codes.

Text only

No artwork. The email shows the code as text for staff to type in.

Choose it if staff key codes into the register by hand, or you want to start without producing artwork.

You can switch to QR or barcode later by sending us artwork.

Before you decide, ask whoever runs your register

- Can our scanner read a code from a phone screen? If not, barcode or text.
- Is it a 1D (laser) scanner or a 2D (camera) scanner? 1D means barcode.
- Does our gift card system want a card number scanned, or typed? Match the voucher to that.

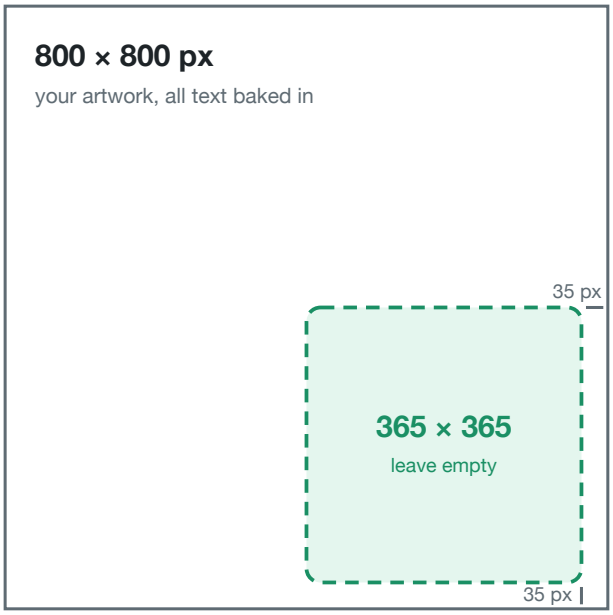
A code type is per offer, not per business. Acme uses QR for one wash and barcode for another. Each offer you submit picks its own.

QR: the code sits in a 365×365 box in the bottom-right.

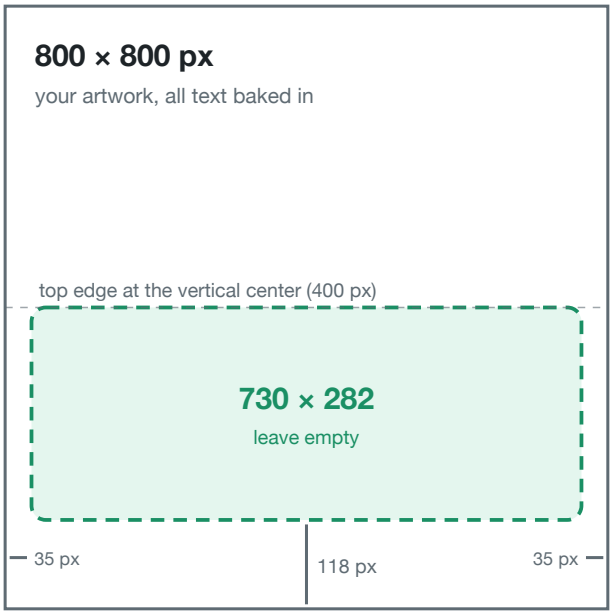
Barcode: the bars sit in a 730×282 box across the lower half.

One square image, with an empty space for the code.

You upload the artwork once. For every sale, we place the buyer's code into the space you left. The form checks the size when you upload, and shows a live preview with the code area outlined.



QR layout. Leave a 365×365 px square empty, 35 px from the right edge and 35 px from the bottom.



Barcode layout. Leave a 730×282 px band empty, 35 px from each side and 118 px from the bottom. Its top edge is the vertical center.

Requirements

- **800 × 800 pixels, PNG.** Not 340, not 1000. The upload is rejected at any other size.
- **All text baked in.** The value, your name, redemption terms, expiration. We add nothing but the code.
- **Keep the code area empty.** A white or light solid area works best. The code box has 19 px rounded corners, so a matching white rounded void looks seamless.
- **No transparency needed.** The voucher is shown on a white email background.

What goes wrong

- **Text under the code box.** It gets covered. Put terms above or beside the code area.
- **Wrong size.** A 1000×1000 file scaled down shifts the code area off your empty space.
- **Wrong code type.** A QR void with a barcode offer leaves bars across your design. Match the layout to the type you picked in section 3.
- **Tiny terms.** The voucher is viewed on a phone. Keep legal text at least 20 px tall.

Acme's artwork, before and after.

Left is the file Acme uploads. Right is what a buyer receives once we place a code.

Uploaded: `acme-deluxe-wash.png`, 800×800, QR void bottom-right.

Delivered: the buyer's QR code fills the void.

Uploaded: `acme-ultimate-wash.png`, 800×800, barcode band across the lower half.

Delivered: Code 128 bars plus the code in text, so staff can type it if the scan fails.

Download the templates. The setup form links to an 800×800 template for each layout with the code area marked. Hand it to whoever makes your artwork.

One more image: your campaign image. Campaign pages featuring your vouchers open with it. Upload a **1500 × 1000 JPG or PNG**, such as your product with your logo. Add it while we review if you need to; we need it before you go live.

Where the code on each voucher comes from.

Every voucher carries a code your location will accept. Most partners send us a batch of codes. Some have a gift card platform we can connect to. Tell us which you are, in plain language, and we will sort out the rest during review.

Option A: send us a batch of codes

Most partners

You generate codes in your own system (POS, gift card tool, or a spreadsheet) and send them to us as a plain text file, one code per line. We hand one out per voucher sold and never reuse it.

```
ACME-7Q4K-92LD
ACME-3HB8-K1TX
ACME-M6ZP-40RC
ACME-9VWD-77NE
```

- **One batch per offer.** Deluxe Wash codes and Ultimate Wash codes are separate lists.
- **Make them work before you send them.** Load them into your register as valid, single-use, and not expiring before the school year ends.
- **Send more than you expect to sell.** We alert you when an offer drops to 50 unused codes, and you send another batch.
- **Any format your scanner likes.** Letters, digits, dashes. Keep each code under about 20 characters so the barcode stays scannable.

Option B: you use a gift card platform

If your cards come from a provider, tell us which one and how a card is issued and redeemed. We integrate directly with **Valutec** today and issue cards on demand at purchase. For **Paytronix**, **Toast**, or another provider, describe what you have and we will work out whether we can connect to it or whether a code batch is the faster path.

What Acme wrote

"We run our own wash codes through our Sonny's POS. We can export a list of 500 single-use codes per offer from the back office, valid for 12 months. No third-party gift card provider."

Not sure? Choose "Other" on the form and explain how you issue gift cards today. That is enough for us to advise you.

What groups will sell, and what everyone earns.

Each offer is one voucher the buyer redeems with you, sold at a price you propose. The earning benefit is the part of that price the group keeps. SuccessFund keeps 5% of the sale price, and the rest is yours. We confirm the final numbers with you during review.

Acme's two example offers

OFFER	CODE	RETAIL	SALE PRICE	EARNING BENEFIT	SF 5%	YOUR SHARE
$20 Deluxe Wash One Deluxe Wash at any Acme location.	QR	$20.00	$20.00	$8.00	$1.00	**$11.00**
$35 Ultimate Wash Ultimate Wash with tire shine and interior vacuum.	Barcode	$35.00	$35.00	$12.00	$1.75	**$21.25**

How a sale splits

Each sale price is divided three ways: the **earning benefit** to the group running the campaign, **SuccessFund's** 5%, which covers platform costs and all payment processing, and **your** share, which is whatever remains. For Acme's $20 Deluxe Wash:

Sale price	$20.00
Earning benefit to the group	$8.00
SuccessFund (5%)	$1.00
Acme receives	**$11.00**

Choosing an earning benefit

- The earning benefit is why a group picks your product over another. Be as generous as your margins allow.
- Most offers sell at retail value. Discounting below retail makes an offer easier to sell, but the discount comes out of your share.
- **Bundles come later.** We may suggest a multi-pack, such as five Deluxe Washes for $85 with a $30 earning benefit, once we see what sells. Mention it in the notes if you already have one in mind.
- Retail value is for the supporter's reference and your own records. It is not charged.

7 · ANNUAL PROGRAM FEE

A yearly fee, until your sales volume carries itself.

Every new partner pays an annual program fee. It covers the cost of onboarding and supporting you before sales volume does. Once your vouchers sell enough through SuccessFund, the fee is waived entirely, and most partners have it waived after their first year. We want you to know this before you apply, so you can weigh it alongside the earning benefit and your share.

What it is

A flat fee assessed once a year for as long as you are a partner and below the volume threshold. It is separate from the per-sale split in section 6 and is not deducted from your share of each voucher.

When it is waived

Each partner has a volume threshold: the total sale price of your vouchers sold through SuccessFund in a year. Reach it, and the fee is waived entirely.

How it is set

The fee and the threshold are agreed during review, based on the size of your business and the products you want to sell. You will see both in writing before you go live.

Ask us about your numbers. Your fee and threshold depend on the size of your business, and our partnerships team sets them with you during review. What does not change: a fee applies until your volume reaches the threshold, and it is waived once it does.

Think about volume before you set prices. Groups sell more when the earning benefit is meaningful and the product is easy to explain. A product that sells well is also the fastest route to having your fee waived.

8 · AFTER YOU SUBMIT

What happens next, and when things lock.

1

We review

Our partnerships team checks your artwork in the real voucher renderer and reads your product requests.

2

We may ask for changes

You get an email with specifics, and your form unlocks so you can fix and resubmit. Voucher artwork and your campaign image can be added any time before approval.

3

We agree terms

We set up your offers, confirm the sale price and earning benefit, and finalize your program fee and partnership agreement.

4

You go live

Groups can start campaigns featuring your offers. We will email you when the first one launches.

Once you are live, your submission is locked. Campaigns may already be selling your vouchers, so artwork, code types and products cannot change underneath them. Need a change after launch? Email **support@successfund.com** and we will schedule it between campaigns.

9 · SUBMISSION CHECKLIST

Ready to submit when every box is ticked.

- [ ] Business name, logo and website entered.
- [ ] A 1500×1000 campaign image (section 4), or you plan to add it while we review. It is required before approval.
- [ ] You described how you issue vouchers or gift cards, and named the provider if you use one.
- [ ] Each offer has a code type your register can read (section 3).
- [ ] Each QR or barcode offer has an 800×800 PNG with the code area left empty (section 4), or you plan to add it while we review. Artwork is required before approval.
- [ ] The live preview on the form shows no text hidden under the code box.
- [ ] At least one offer, with artwork, a proposed sale price and an earning benefit (section 6).
- [ ] You understand an annual program fee applies until your volume reaches the threshold agreed in review (section 7).
- [ ] If you send code batches, you know how to export them and have tested that they scan at your register.
- [ ] The person submitting is the one we should email about the review.