



BUILD
WITH **Muscle**
Food

FUNDRAISING GUIDEBOOK

Helping Turn Dreams Into Reality

CONTENTS PAGE

WELCOME TO BUILD WITH MUSCLEFOOD	01
YOUR SHOPIFY COLLABS ACCOUNT	02
Find your fundraising code	02
How to check your fundraising progress	04
How to obtain your payouts	05
When will your payouts be processed	06
RESOURCES TO AID YOUR FUNDRAISING EFFORTS	07
TOP TIPS FOR FUNDRAISING	08

WELCOME TO BUILD WITH MUSCLEFOOD

Where we enable sports clubs, charities, and community groups to reach their fundraising goals simply, smoothly, and effectively.

You are now part of a supportive partnership that gives you the means to invest in your tomorrow. Paving the way for endless fundraising possibilities, and affordable top-quality nutrition.



Muscle Food

With Musclefood.com, your members, supporters, and more, will find everything they need to fuel their bodies with quality high protein meats, meals and snacks, all at pocket-friendly prices.

Prepped Pots

powered by musclefood

Life's busy. You've better things to do than meal prep. We get it! Enjoy tasty, nutritious, chef-created healthy ready meals delivered to your door!



Goal Plans

POWERED BY MUSCLEFOOD

Want to lose weight by eating what you love? Look no further, because Goal Plans is the only weight loss system that lets you eat burgers, pizza and curries... and still lose weight.

YOUR SHOPIFY COLLABS ACCOUNT

Find my fundraising code

Access your shopify collabs account by visiting:

<https://collabs.shopify.com/collabs>

1. Your Active Collaborations -

For those based in England, Scotland, and Wales you will see 3 collaborations: *Musclefood*, *Prepped Pots* and *Goal Plans*. Those in Northern Ireland and Republic of Ireland will see 2 active collaborations: *Musclefood* and *Prepped Pots*.

2. Unique Fundraising Code -

Click into one of your active collaborations.

3. Your unique 'Partner Link'.

4. Your unique 'Fundraising Code'.

Collabs
View brands you work with and applied to

1 Active Pending Inactive

MuscleFood 10% 05

Goal Plans | MuscleFood 10% 05

Prepped Pots | MuscleFood 10% 05

Discover your next collab

MUSCLEFOOD
Food and drink, United Kingdom
Active collab

Benefits Brand bio

Commission & discount

You earn 10% commission on any product

Your audience gets GBP 0 off entire order

Applies to subscription and one-time orders

Applies to all recurring subscription orders

Browse products

Store link & code

Use your link or code to get credit for storewide purchases.

3 <https://www.musclefood.com/BUILD-MUSCLEFOOD>

Share a link to the store's homepage.

4 BUILD-MUSCLEFOOD

Share a code to be used at checkout.

To generate cashback for your organisation, your community has two options:

Option 1: They can either share the 'Partner Link', make a purchase, and have your fundraising code applied automatically. **OR,**

Option 2: They can visit the website directly, such as www.musclefood.com, and input the 'Fundraising Code' during checkout.

For further instructions, please refer to our "How to" videos at www.buildwithmf.com.

YOUR SHOPIFY COLLABS ACCOUNT

How to check your fundraising progress

1

- Home
- Discover
- Saved
- Collabs
- Gifts
- Analytics**
- Payouts
- Settings

1. Click the 'Analytics' option in the side bar.
2. You'll obtain an overview of sales, visits, conversions, and fundraising amounts across every platform.

2

Analytics

Track your Collabs performance



 Commission may be adjusted based on order refunds and cancelations.



MuscleFood

Conversion	Visits	Sales	Earned
1900%	1	19	\$77.75 USD



Goal Plans | MuscleFood

Conversion	Visits	Sales	Earned
0%	0	0	\$0.00 USD



Prepped Pots | MuscleFood

Conversion	Visits	Sales	Earned
100%	4	4	\$0.00 USD

YOUR SHOPIFY COLLABS ACCOUNT

How to obtain your payouts

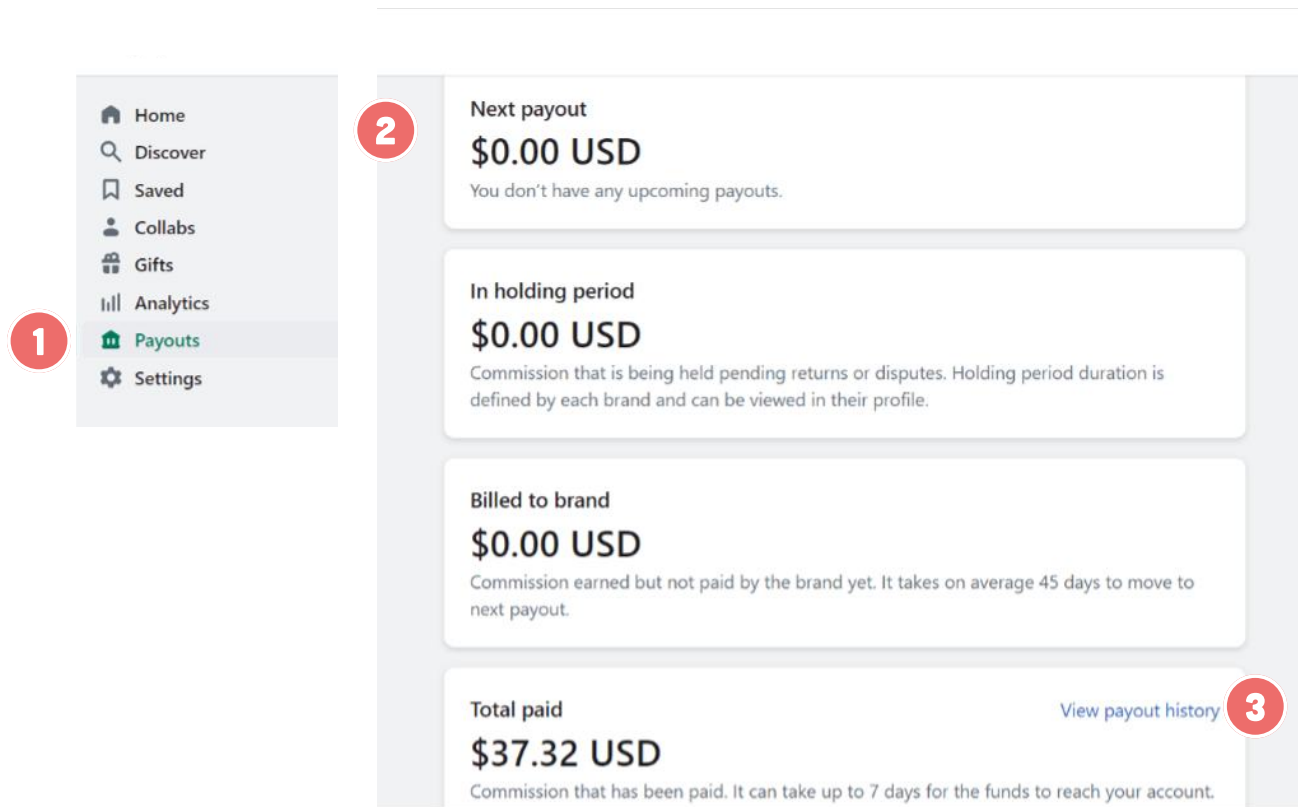
Firstly, you need to add a bank account or PayPal to your Shopify collabs account. Please add a payout method on behalf of your organisation, where you would like to receive your earnings.

The image shows a screenshot of the Shopify Collabs account interface. On the left, a sidebar menu is visible with the following items: Home, Discover, Saved, Collabs, Gifts, Analytics, Payouts, and Settings. A red circle with the number '1' highlights the 'Settings' option. The main content area shows the 'Settings' page with a green header and a gear icon. Below the header, there are tabs for Profile, Social accounts, Payouts, and Notifications. A red circle with the number '2' highlights the 'Payouts' tab. The 'Payouts' section is active, showing the 'Automatic' section with the following details: PayPal, joebloggs@gmail.co.uk, and a button labeled 'Manage payout method'. At the bottom of the page, there is a link to 'Learn more about [how payouts work](#)'.

1. Click the '**Settings**' option in the sidebar.
2. Select Payouts and activate Auto-Payouts by adding a Bank Account or Paypal. Your cashback will be paid into the account you link.

YOUR SHOPIFY COLLABS ACCOUNT

When will your payouts be processed?

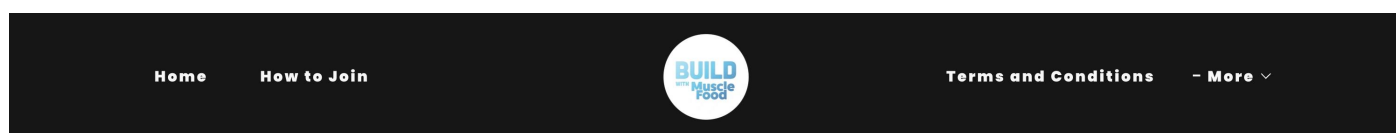


1. Click the **'Payouts'** option in the sidebar.
2. You will be presented with a detailed summary of payouts that have been paid, scheduled, or are currently in a holding status.
3. Payouts undergo a 30-day holding period before being transferred directly to your linked bank account or PayPal.

YOUR SHOPIFY COLLABS ACCOUNT

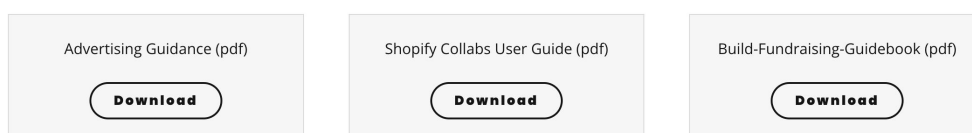
Resources to aid your fundraising efforts

1. After completing your registration, expect a welcoming email that verifies your fundraising codes and presents a bundle of resources designed to aid your fundraising efforts.
2. You can access the complete set of resources at www.buildwithmf.com/resources. This hub provides social media graphics, product images, and ready-to-use templates, all aimed at simplifying your fundraising efforts with "Build with Musclefood".

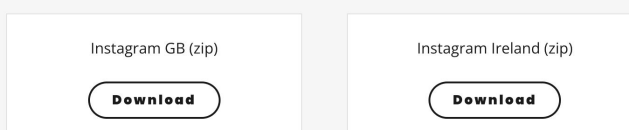


Resources

Everything you need to fund your future, all in one place.



Social Media Templates and Graphics



TOP TIPS FOR FUNDRAISING

- 1 Familiarise your community with Musclefood, its product range and key messaging.



Muscle Food

Select your favourites from our delicious, nutritious range, order with a click, and boom! Your haul will be delivered straight to your door. No more crowded supermarkets and more time for you.



Prepped Pots

powered by musclefood

- Enjoy tasty, chef-created healthy ready-made meals delivered to your door from £2.41 per meal. No commitments: pause and cancel for free, anytime. 10 million+ meals delivered and counting.



Goal Plans

POWERED BY MUSCLEFOOD

Want to lose weight by eating what you love? Look no further, because Goal Plans is the only weight loss system that lets you eat burgers, pizza, and curries... and still lose weight.

Your community can access convenient, top-quality, affordable nutrition, whilst simultaneously contributing to your causes fundraising efforts!

TOP TIPS FOR FUNDRAISING

2 Spread the word!

- Utilise WhatsApp groups, social media platforms, and engage in various activities to spread your fundraising code.
- Explore our collection of templates to facilitate this process, accessible at www.buildwithmf.com/resources.
- Decorate your venue with posters showcasing your fundraising code.
- Extend your outreach beyond your organisation's boundaries and share with the broader community.
- Keep in mind, the greater your sharing efforts, **the higher your fundraising potential!**

3 Schedule Posts & Timing!

- Acknowledging the busy lives of many volunteers and staff, make the most of social media platforms' scheduling features. Schedule posts in bulk to effectively promote your fundraising code.
- Want to get the most out of your promotions? **Try timing them around payday!** Many folks like to do their big grocery shopping right after getting paid.
- So, by ramping up your promotions around that time, you can catch their attention when they're ready to splurge on their monthly food haul.

3 Set a Goal & Give Updates!

- Do you have a goal in mind for your fundraising efforts? Let your network know what it is and how it will make a difference.
- Sharing your target can motivate others to join in and support this initiative.
- Keep your network in the loop about the progress of your fundraising efforts through "Build with Musclefood". **Sharing updates will inspire them to keep going.**
- We suggest sharing your monthly fundraising summary from Musclefood with your community.