

Step 1

Step 1a: Your Main Purpose as an Executive Referral Specialist

Your main purpose as an [Executive Referral Specialist \(ERS\)](#) is to:

- 1:** Run a [Fundraiser Program](#), keep it fun and encourage others to participate in your [Fundraiser Program](#).
- 2:** Make many, many copies of your [Coupon Page](#) everyday, every week, every month, etc, in order to pass your Coupons out.
- 3:** Post your coupons with your [Fundraiser Code](#) online and offline everyday to generate new & returning customers. Give to anyone, give to everyone!

Make this apart of your [Daily Routine](#) to do everyday!

Step 1b

Step 1b: W9 Form

It is very important for you to download the W9 Form, complete it and email it to Info@ReesesShop.net to avoid any delays in getting paid. It is needed in order to receive your check. Here are instructions on how to complete the form:

- 1: Type in your First and Last Name
- 2: Leave this blank
- 3: Check the 1st box only
- 4: Skip this section
- 5: Put your address
- 6: Put your City, State and Zip where you currently live at
- 7: Leave this blank

Part I

- Put your Social Security Number
- Sign here, if you can sign & date, skip it

NEXT:

At the top of the page, click save file. It looks like a disc. That's it!

Step 1c

Step 1c: Payroll

Pay is every Saturday. Payroll starts on Saturdays and ends on Fridays. Any coupons received on Fridays will be calculated and added for that pay period if it is received by the time the Restaurant closes that night.

Keep in mind, the more customers that comes in and purchase items, the more money you'll make. You can give your Customers multiple coupons, there's no limit on how many they can use. A Customer can come in 10 times a day and use 10 coupons so it's up to you if you want to give people several coupons at a time or one coupon at a time. The more they come in the better for you.

Step 1d

Step 1d: Fundraiser Code

On the [Coupon Page](#), you'll see [Fundraiser Code](#) and a line under it. This is standard for every [ERS](#) and this is how you configure your [Fundraiser Code](#). Your [Fundraiser Code](#) will be your Initials + the last 4 of your cell number. **Example:** If your name is Jessica Smith and your cell number is 321-875-5547, your [Fundraiser Code](#) will be:



The coupon features a central white area with a pink and cyan border. At the top, there are four images: a cup of water ice, a funnel cake, an ice cream cone, and a piece of cotton candy. Below these images is the text "Fundraiser Code:" followed by "JS5547" in a large, bold font. Below the code is a table with two rows and five columns of food items. At the bottom of the coupon, the address "Reese's Shop-1311 Rockledge Blvd. Rockledge, FL 32955" is printed in blue text.

| | | | | | |
|---|---|---|-------------------------|---|---|
|  |  | Fundraiser Code: <u>JS5547</u> | |  |  |
| Water Ice | Funnel Cake | Deep Fried Oreos | Ice Cream | Cotton Candy | |
| Deep Fried Strawberries | Milk Shakes | Smoothies | Deep Fried Banana Bites | And More... | |

Reese's Shop-1311 Rockledge Blvd. Rockledge, FL 32955

As you see on the coupon that Jessica's [Fundraiser Code](#) is **JS5547**. Once you configured your [Fundraiser Code](#), email it to: Info@ReesesShop.net so we can add this to your [Payroll Profile](#). You will put your [Fundraiser code](#) on all 6 Coupons prior to making your copies.

Step 1d - Continues

You downloaded your [Coupon Page](#) in PDF but if you prefer to download it in .jpg for editing, go to: <https://reesesshop.net/wp-content/uploads/2021/09/CouponPage-scaled.jpg> then save it to your desktop.

If you need instructions on how to edit, go to [Step 1](#) section of [Step1f](#) for instructions on how to edit in [Paint](#). Once you have your [Fundraiser Code](#) on all 6 coupons, you will be ready to print.

Step 1e

Step 1e: Fundraiser Program

As an [ERS](#), you will be generating a [Fundraiser Program](#) for yourself for others to participate in. It's a really easy **6 Step Program** and this is how it works:

- 1.** Inform everyone about your [Fundraiser Program](#) with [Reese's Shop](#) & encourage people to participate.
- 2.** People will come to the [Reese's Shop](#) and give your Coupon with your [Fundraiser Code](#) then place an order.
- 3.** [Reese's Shop](#) staff will write their total on the back of the Coupon or staple the receipt to the Coupon if the customer doesn't take their receipt.
- 4.** [Reese's Shop](#) staff will continue to collect the Coupons throughout the week and calculate the totals at the end on Friday.
- 5.** You'll get paid the percentage based on the PayScale on Saturday.
- 6.** [Reese's Shop](#) will do its part and donate 5% of the total collected to the [Children's Miracle Network](#) & provide you with a copy of the receipt.

As you can see, this is for a really good cause. You get to help innocent children that are in need and you get to make an honest fun career in the process.

Step 1f

Step 1f: Facebook

Posting on Facebook is a great place to start posting everyday. We'll guide you on how to post your first listing:

Step 1f - Continues

Step 1:

You'll need the coupon in .jpg to post online so let's start with this.

- Go to: <https://reeseshop.net/wp-content/uploads/2021/09/Coupons.jpg> to download the coupon and save to your desktop
- Right-click the coupon, scroll down to **Open with**, scroll over and click **Paint**
- At the top, click the **A** to edit. You'll need to add your **Fundraiser Code**
- Hover over the Line to add your **Fundraiser Code** then add it
- Make sure it's big enough prior to clicking outside the box
- If you mess up, simply start over
- Once done, click outside the box
- If it looks good, click Save
- Close out

Step 2:

- Log into your Facebook account
- Click **Marketplace**
- Click **Your Account**
- Click **+ Create new listing** on the right side
- Click **Item for Sale**
- **Add Photos:** Drag and drop Coupons.jpg
- **Title:** Desserts In Rockledge
- **Price:** \$1
- **Category:** Miscellaneous
- **Condition:** New
- **Description:** Hi everyone, I have an amazing Fundraiser Program that I am running and I partnered with The Reese's Shop. I am asking everyone to participate for a good cause. Take my Coupon with my Fundraiser Code to the Reese's Shop and buy anything that you like and a percentage will go to the Children's Miracle Network so every dollar helps.
- **Location:** Rockledge
- Click **Next**

Step 1f - Continues

- Next page, make sure it says [Rockledge](#)
- [Delivery Method](#): Local pickup only
- Click Next
- Next page, add any other groups at this time then [Publish](#)

You can always change up on the [Title](#) and you can always change up on the [Description](#); be creative. Everyday, add yourself to more & more groups and post your [Coupon](#) along with the [Description](#) in the [Discussion Section](#).

Step 1g

Step 1g: Media Site

As an [ERS](#), you are required to post a minimum of 3hrs a day online to all Social Media Sites. Facebook Marketplace and Facebook Groups are a great start but there are so many more sites to post your coupons. There's:

- Tik Tok: You can create a fun video
- You Tube, create a video there as well
- InstaGram
- Twitter
- Craig's List
- And More...

Follow these steps to move forward:

- Go to: <https://reesesshop.net/wp-content/uploads/2021/09/MediaSites.pdf> and download [Media Sites](#) to your desktop
- Start with the first site and work your way down
- Spend a few hours a day on this list creating accounts and posting your coupons
- Take a break
- Do a little more sites

Step 1g - Continues

- After you've reached your quota or have done at least 3hrs for the day, stop and continue tomorrow
- Take notes
- Set the same login and password for all sites so it will be easy to redeemer
- Keep repeating the cycle
- Remember to be creative
- Change the message/description and title and remind others it's for a good cause

Step 1h

Step 1h: Things to Remember

- **REMEMBER TO** post a minimum of 3hrs a day to all social media sites
- **REMEMBER TO** put your [Fundraiser Code](#) on all 6 coupons prior to making copies
- **REMEMBER TO** email Info@ReesesShop.net your [Fundraiser Code](#)
- **ALWAYS** be honest about the Fundraiser and tell others
- **ALWAYS** know that this is for a good cause and inform others the same thing
- **ALWAYS** know that when you get paid, the [Children's Miracle Network](#) will receive a donation and **Reese's Shop** will show you a receipt that a donation was paid as confirmation. This is to show our thanks, honesty and loyalty
- **NEVER** add, portray, falsely mislead or lie about funds to or from the [Children's Miracle Network](#).

Completes Step 1