

Statewide Fundraiser

Pop-Up Store November 24-28, 2021



SkillsUSA Michigan is partnering with Double Good to offer an easy way to fundraise for your SkillsUSA chapter.

100% Virtual

No paperwork to fill out, no cash to collect, and no product to distribute. Fundraise from anywhere.



Each of your chapter members selling popcorn will get their own Pop-Up Store to personalize using the Double Good app and a unique link to share with friends and family.

When creating their personal Pop-Up Store, each participant will set a goal for popcorn sold, and upload their own photo or video.

Pop-Up Stores activate your team's participation through your real-time Leaderboard where everyone can see who has opened their Pop-Up Store and how much each person is selling. With only 4 days to sell as much ultra-premium gourmet popcorn as they can, participation & competition heat up fast!

Easy for Supporters

Orders are placed online. Without needing to download an app or create an account, supporters simply follow the Pop-Up Store link shared with them and they will be greeted with all varieties and sizes of our insanely delicious, ultra-premium popcorn that they can effortlessly purchase to their (and your) heart's delight.

50% Profit

No fees. No minimums. You earn 50% of what you sell. On average each participant sells \$400.

Zero Product to Handle

Popcorn is made to order and ships to the doorstep of supporters, anywhere in the USA. *Due to high volume while maintaining COVID-19 safety measures to keep our employees healthy, delivery times are longer than usual. Your supporters can expect their Double Good popcorn to arrive within 6-8 weeks from the time they place their order.*

For More Information

<https://www.doublegood.com/popup/>



HOW TO CREATE A POP-UP STORE FOR THIS EVENT

Students and advisors will start by downloading the Double Good app on their phone and fill out the required information.

It is important that you use the following formatting when creating your pop-up store:

First Name in app:

First initial of student's first name and last name (ex. CWarning)*

Last Name in app:

School name where you want your profits sent (ex. Oakland-Tech-NE)*

Event Name

SkillsUSA-Michigan

Event Code

HHZGTE

Event Start

Wednesday Nov. 24 @ 7:00 AM EST

Event End

Sunday Nov. 28 @ 7:00 AM EST

After the Fundraiser

Once the fundraiser ends, Double Good will submit a profit check to SkillsUSA Michigan. SkillsUSA Michigan will then send a check to each school with a summary sheet of their participating students' profits.

**It is extremely important for the Pop-up Store's first and last name to be formatted as noted above. This helps the state office indicate where funds will be sent after the fundraiser concludes.*

Additional Information

Please contact Carrie Warning if you have questions. Additionally, if you are interested in holding a SkillsUSA affiliated fundraiser with Double Good at a different time, please reach out to Carrie for directions: cwarning@emich.edu