

A close-up photograph of an olive branch with several green olives and small buds, set against a light, blurred background. The branch enters from the left side of the frame.

# step-by-step

**GUIDE**

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**TO ORGANIZE YOUR FUNDRAISING CAMPAIGN**

 [Watch the video: \*Organize Your Campaign Steps 1 to 7\*](#)

**MONSIEUR RAFAEL**

## Create Your Account

- 1.1 Go to [monsieurrafael.com](https://monsieurrafael.com)
- 1.2 Click on **CREATE AN ACCOUNT** (top right).
- 1.3 Fill in the required fields, then click **SUBMIT**.
- 1.4 You will receive a confirmation email entitled *Account Created*.


 [Watch the video: Create Your Monsieur Rafael Account](#)

## Log Into Your Account

- 2.1 Return to [monsieurrafael.com](https://monsieurrafael.com)
- 2.2 Click on **LOG IN** (top right).
- 2.3 Enter your **user name** and **password**.  
– If forgotten, click on *I forgot my password* to reset it.
- 2.4 Once logged in, you will access your *Account Overview*.

 [Watch the video : Log Into Your Account](#)

### ACCESS AREAS IN YOUR ACCOUNT

SECTION	HOW TO ACCESS	WHAT YOU'LL FIND THERE
<b>ACCOUNT OVERVIEW</b>	Accessible upon <b>login</b> .	Create a new campaign, view existing campaigns, access icons.
<b>CAMPAIGN OVERVIEW</b>	Click on the icon  to the right of your campaign.	All campaign details: <i>Online Store, Media Space, and Reports</i> .

### GLOSSARY : YOUR TOOLS AT A GLANCE

TERM	DEFINITION
<b>ONLINE STORE</b>	<b>Personalized page</b> allowing buyers to place orders in support of your campaign.
<b>MEDIAS HUB</b>	<b>Visuals</b> provided to help you <b>promote your campaign</b> .

## Create Your Campaign






From the *Account Overview* :

- 3.1 Click **CREATE A NEW CAMPAIGN** .
- 3.2 Fill out the **7-step form**.  
You can skip questions and return later.
- 3.3 Once submitted :
  - You will receive an email entitled *Campaign Created*.
  - Your *Online Store* will be automatically generated.
  - Your campaign will appear under *My Fundraising Campaigns* with icons :
- 3.4 Once validated, you will quickly receive an email entitled *Campaign Approved*. Your campaign will then be ready to launch.



 [Watch the video : Create Your Campaign](#)

## View and Manage Your Campaign

ICON	FUNCTIONS	HOW TO USE IT
	<b>EDIT FORM RESPONSES</b>	From the <i>Account Overview</i> : <ul style="list-style-type: none"> <li>– <b>Open the form</b> using this icon and <b>adjust your responses</b> as you wish.</li> <li>– Make as many modifications as needed until your <i>Online Store</i> suits you perfectly.</li> <li>– <b>Update information</b> such as delivery date, profit distribution method, etc.</li> </ul>
	<b>VIEW CAMPAIGN OVERVIEW</b>	<ul style="list-style-type: none"> <li>– Access the <i>Campaign Overview</i>, which includes your <i>Online Store</i>, <i>Media Space</i>, and <i>Reports</i>.</li> <li>– <b>Preview your store</b>: click on the <i>View Your Online Store button</i> or use your unique URL directly.</li> </ul>
	<b>DELETE CAMPAIGN</b>	Permanently <b>remove a campaign</b> from your account.
	<b>DUPLICATE CAMPAIGN</b>	For <b>recurring campaigns</b> or <b>multiple projects</b> within the same organization (e.g., a first trip to Toronto followed by a second to Vancouver): <ul style="list-style-type: none"> <li>– Duplicate an existing campaign, keeping the original form responses.</li> <li>– Then click on  to adapt the responses for your new campaign.</li> </ul>


 [Watch the video : View and Manage Your Campaign](#)

## Communicate Your Campaign

- 5.1 **Prepare your communications:**
  - Choose which media to use: emails, newsletters, social networks, etc.
  - Draft messages for :
    - Launch | Reminder | End of campaign | Results | Thank-You**
  - Schedule publication dates.
- 5.2 **Add the correct links:**
  - Insert *Online Store* URL.
  - Add *Medias Hub* link.
- 5.3 **Use the provided visuals:**
  - Download images from *Medias Hub*.
  - Add them to posts.
- 5.4 **Share widely with your network:**
  - Share your messages with your network.
  - Invite your group to spread the word about the campaign to their friends and family.
- 5.5 **For campaigns with participants:**
  - Give each participant their personal link, accessible in the *Reports section*, under the *Participant Links tab*. This link allows them to track their results in real time and view their detailed report.

 [Watch the video: \*Communicate Your Campaign\*](#)


## Track Campaign Results in Real Time

- 6.1 Click on  to access the *Campaign Overview*.
- 6.2 Go to the *Reports* section with **6 tabs**, each offering a specific view of your results:

SALES	Quantity of products sold
PROFITS	Detailed calculation of profits earned
TRANSACTIONS	Order details by date
PARTICIPANTS	Detailed report for each participant who has received at least one order
PARTICIPANTS LINKS	Personalized links allowing each participant to access their real-time report
DISTRIBUTION LIST	Quantity of products to deliver to each participant or buyer

 [Watch the video: \*View Your Reports\*](#)

## Prepare the End of Your Campaign

- 7.1 You will receive **two automatic emails** to guide you through the next steps:
  - **5 days** before the end
  - **The day after** your campaign ends
- 7.2 Check the **delivery details**. Check your form (via the icon  from the *Account Overview*) to confirm, if necessary: the date, time, and location of delivery of the ordered products.
- 7.3 Prepare the **distribution list** (*Campaign Overview*, under *Reports*)
  - Export or print your distribution list.

**OR**

  - Track directly on-screen by checking each delivered order in the *Distributed* column.

- 7.4 **Communicate distribution details**
  - Send a message specifying the date, location, and time of product distribution.

- 7.5 For campaigns with participants:
  - Resend personal link.

**OR**

  - Provide printed report.

 **Watch the video: *Prepare Your Distribution List***

## Receive and Distribute Your Products

### 8.1 Receive your order

The products will be delivered to you on the date, time and location indicated on your form.

### 8.2 Deliver the order

Use your distribution list to facilitate the delivery of orders to each participant or buyer.

## Collect Your Profits

**We will contact you to confirm payment method.**

Profits sent via Interac e-transfer, bank transfer, or check.

## Thank Your Group

Send a thank-you message and **share campaign results.**