

Impact Outbox — Getting Started Guide

Your entire fundraiser campaign, on autopilot. This guide takes you from a brand-new account to a fully running campaign in about 20 minutes — no technical skills needed.

Step 1 — Create Your Account (2 minutes)

1. Go to **app.impactoutbox.com** (or scan the QR on your conference flyer).
2. Tap **Sign Up** and enter your name, email, and a password.
3. Enter promo code **DETROIT2026** in the promo field — this locks in your Founding Operator rate of **\$99/event** for as long as your account stays active.
4. Check your inbox for the welcome email. If it's not there in a few minutes, check spam — and add **campaigns@impactoutbox.com** to your contacts while you're there.

No credit card needed. Your first 2 events are completely free. We'll set up payment before your first billable event — you'll see your plan and free-event counter anytime under Settings » Billing.

Step 2 — Set Up Your Operator Profile (5 minutes)

The first time you log in, you'll land in onboarding.

Step 1 of 2 — Your Settings. This is the information that appears in every email and flyer the system creates for you:

- Your name, company name (e.g. "CFS Sacramento"), and cell number
- Your website and Facebook page links — these become clickable links in your email signature

Fill it out once — every campaign uses it automatically.

Step 2 of 2 — Review Your Master Templates. These are the default emails every new campaign starts from: the full sequence from the first faculty email through the post-sale thank-you, built from proven CFS campaign content.

- Skim them (tap any template to read the full text)
- Tap **Approve All & Continue**
- Customize any template later — Master Templates in the sidebar, tap a template, edit, save. Your version becomes the new default for *your* future campaigns.

Step 3 — Create Your First Campaign (5 minutes)

From the Dashboard, tap **+ New Campaign**. You'll see a big upload box.

The fast way (recommended): Upload your Launch Meeting Form — a photo/scan of the paper form, a PDF, or even the **audio recording of the meeting itself**. Impact Outbox reads it and fills in the campaign for you: school, program, director, sale date, meeting dates, quantities, links.

- Auto-filled fields are highlighted in green — **review them, don't retype them**
- If you uploaded audio, you also get a **Meeting Summary PDF**: attendees, decisions, action items, and follow-ups — ready to email the director before you're out of the parking lot

The paper-friendly way: Prefer writing during meetings? On the manual-entry screen there's a **Download Blank Launch Meeting Form** link — print it, fill it out at the meeting, then photograph and upload it later. Same result.

The manual way: Tap "**or start from a blank form**" and type the details in yourself.

When you save the campaign, Impact Outbox builds everything:

- **~18 scheduled emails** (faculty, parents, director, vendors), timed to your sale date
- **23 Facebook posts** with images, scheduled from 8 weeks out through day-after
- **4 school-branded flyers** (poster, referral, save-the-date, VIP), auto-themed to the school's colors and logo
- **3 countdown graphics** (This Saturday / Tomorrow / Happening Now), school-branded
- **~60-task checklist** with due dates — many check themselves off as the system does the work

Upload the school's logo on the campaign form — the flyers and countdown graphics automatically recolor themselves to the school's colors. It's the best 30 seconds you'll spend.

Step 4 — Your Daily Rhythm (1 minute a day, most days)

Open the app each morning. The **Today panel** at the top of your Dashboard tells you everything:

- **Sending today** — emails the system will send automatically today (exactly what's going out and to whom)
- **Post today** — a social post is ready for the Facebook event page
- **Needs review** — anything overdue that wants a decision
- **Tasks due** — checklist items due today
- **"Nothing needs you today"** — the message you'll see most often

Posting to your Facebook event page (60 seconds). Facebook doesn't let *any* software post to event pages automatically — so Impact Outbox does everything except the final tap:

1. Long-press the post image » **Add to Photos**
2. Tap **Copy Caption**
3. Tap **Open Event** » start a new post » paste the caption, attach the photo, post
4. Back in Impact Outbox, tap **Mark as Posted**

That's the whole manual part of the platform. Everything else runs itself.

Good to Know

Emails send themselves — on schedule, to your sponsor. All campaign emails go to your sponsor/director, formatted with a "please forward to faculty/parents/students" banner. You can **Send Now** on any email, **Reschedule** it, or edit its content before it goes.

Nothing overdue ever sends by itself. If an email misses its window, it's marked **Overdue** and waits for you to send or reschedule it. No surprises.

The pause button. Every campaign has **Pause** in its header. Paused = nothing sends automatically, period, until you resume.

First emails might land in spam. Your sponsor's district hasn't seen mail from campaigns@impactoutbox.com before. The first email includes a P.S. asking them to add us to their contacts — after that, delivery smooths out.

Sign orders are automated. Three weeks before your sale, the system emails your yard-sign order to Dirt Cheap Signs (review/edit it first, choose ship-to-home or ship-to-school). Banner ordering via Build-A-Sign is in beta — it fills your cart and stops before payment.

Your engagement numbers are real. The strip on each campaign's Emails tab shows sends, opens, and clicks — proof for you (and your sponsor) that the campaign is working.

Need Help?

Danny Hinton — CFS Fresno, and the operator who built this.
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I run my own events on Impact Outbox every season. If something's confusing, tell me — if it confused you, it'll confuse the next operator, and I want to fix it.