



Store Types & Fundraising Options

Store Types:

[Store Types Overview](#)

Our Online Store Platform offers two flexible store formats. Choose the option that best suits your goals—whether that’s continuous access or a focused, time-limited campaign.

1. On Demand Store

Availability: Store remains open permanently.

Order Fulfillment: Orders are processed and shipped as they are placed.

Ideal For: Ongoing programs, employee apparel, and year-round availability.

2. Countdown Store

Availability: Store opens for a defined period and then closes.

Order Fulfillment: All orders are fulfilled together after the store closes.

Ideal For: Group orders, team gear, seasonal offerings, limited campaigns.

Fundraising Tools:

[Built-In Fundraising Features Overview](#)

Our platform includes two powerful fundraising tools to help you raise money directly through your store.

Option 1: Store Commission (Behind-the-Scenes)

How It Works: Add a global commission percentage to product prices.

Visibility: No fundraiser bar on the storefront—though you can include messaging on the store if desired.

Commission Tracking: Managed behind the scenes and included in payout totals.

[Payout Schedule:](#)

On Demand Stores: Paid quarterly.

Countdown Stores: Paid after the store closes.



Option 2: Fundraiser Bar (Front & Center)

How It Works: Displays a real-time progress bar on the store, showing funds raised.

Customization: Display a dollar amount or percentage raised.

Add a description that explains the purpose of the fundraiser, expected delivery timelines, and how funds will be used.

Payout Type: Fixed dollar amount per item sold, or
A percentage of total store sales

Payout Schedule:

On Demand Stores: Paid quarterly.

Countdown Stores: Paid after the store closes.

Why Use Our Online Store Platform?

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- Two flexible store formats
- Easy-to-manage fundraising options
- Visual tools to drive supporter engagement
- Clear payout schedules and tracking
- A streamlined, professional shopping experience

Need Help Setting Up Your Store?

We're here to help you choose the right format and fundraising strategy.