

Step by Step - Running The Coffee Fundraiser

Know your stuff! As the coordinator you'll want to make sure you understand the process before kicking off the fundraiser.

- Try to recruit at least one assistant that can help administer the program, answer questions, or take over in your absence. Another pair of eyes will often catch errors in accounting and can help with other administrative tasks.
- Look over forms and procedures and understand them well enough to explain them to others.
- Decide what to do with the money you'll be collecting. Will you accept checks? Made out to whom? Where will you deposit them so that you can write a single check for your final coffee purchase?
- Familiarize yourself with the environmental and social benefits of selling Costa Rican coffee. It's really direct and can be a great asset in pitching your fundraiser. Feel free to call us and ask questions if you need any assistance or explanations. We know coffee!
- Choose your fundraising scenario:
 - A traditional fundraiser (Pre-*sell* coffee, place order with us and then deliver)
 - An on-going, real-time effort (Pre-*order* coffee to sell at specific events, locations, or over an extended period of time. This is generally the more efficient way to move coffee but both have been proven successful)
 - A combination of the two for an even bigger success!

Hold a Pre-Fundraiser Meeting With Your Group

- Brew some coffee to get everyone acquainted with the product and take advantage of the practice for finding the right strength for your events. If you are selling with kids, focus on the environmental and social benefits (not so much the caffeine part!) of helping farmers move towards organic farming. Science teachers and even parents can often even create a lesson plan for this purpose and make it a real learning opportunity! Call us for materials if you need them.
- Set a time limit to keep everyone focused and motivated. Anticipate a few extra days for getting together any stragglers and remember to allow **TEN business** days for shipping from the date your order is received.
- Go over forms, the ordering process and general organization. Clearly state the need to completely and accurately fill out forms, provide receipts and to be thorough.
- Go over sales strategies (see below)
- Set a goal for your fundraiser and divide that by the number of participants for personal goals. Fundraisers are much more successful with a definitive goal in sight however you establish them.
- Consider offering prizes for the top sellers. Something as simple as movie tickets or even recognition at a future meeting is often enough to help motivate the group and can be more useful than "junk" incentives.
- If you are pre-selling, have a plan for how you will get the coffee to your supporters.

Collect Forms and Payments.

- Double check all forms for legibility and correct math
- if they can get them right away.

- Sell by the cup at events for maximum profit per bag. Having bags on hand will also allow people who like the coffee to get more right away and help you make great profits. Contact us for free display posters to help with this sort of project.
- Be sure to test-brew a few smaller batches to make the perfect pot. Slight changes in grind will affect the amount of coffee you need so be consistent if you grind your own and start with one teaspoon per cup as a baseline. Adjust to taste from there.
- Look for locations in your community where your likely supporters gather or visit regularly. Small, local businesses Keep good records!
- Make a duplicate copy of all forms/checks

SALES STRATEGIES

- Set a time limit and goals. These keep everyone motivated. Many single-push fundraisers end within 2-4 weeks but on-going fundraisers can be less hectic and provide a continual source of funding and prevent fundraiser burn-out for those with higher goals. (Coffee is great for this since people are always buying more). Either way, also set goals for individuals. Try 10-20 bags per person for an initial goal and set slightly higher monthly goals for long-range fundraisers.
- Remember that in addition to raising money for your project, you are selling coffee whose net proceeds all go directly to helping farmers transition to sustainable/organic farming. Let your customers know that their purchase supports sustainability, fair wages and social conditions for Costa Rican coffee farmers and their families.
- **Consider pre-ordering coffee to have on hand for selling at events and on location. People are more likely to buy things** like hardware stores, grocery stores, coops, (always check with management first), sporting events, after religious services, fairs, farmer's markets, etc. Combine coffee sales with other ideas like car washes for even better success.
- At a minimum, gather all your friends and relatives and try to get them to come to you for their regular coffee purchases while you are fundraising. If you can get only 10 people to buy a bag every week for a month, every seller will begin with nearly \$200 for very little effort. Also look for supply arrangements with people's places of employment, faculty lounges, local restaurants etc.
- Get repeat business! This one of the best features of coffee as a fundraiser. People buy it often!
- Use our "Thank You" tickets (one with each bag) to maximize your repeat business. **Do not let minors use their direct contact information. Use a parent's or your email/phone number.**
- **PHOHIBIT unsupervised selling door-to-door as a safety precaution for minors.**

Deposit all checks and draw ONE MASTER CHECK OR MONEY ORDER for your coffee order. Fill out the Master Tally Form so you can easily track how much coffee each student needs to receive, how much money each student has raised, and how much you need to send in with the final order.

Fill out the Coffee Order Form and return it to us with the payment for the coffee ordered. Please remember that all orders must be prepaid and that you need to allow 10 business days for delivery from the time your order is received.

Questions? Contact us at 877-505-3715 e-mail: trish@ectoeach.org