

# Fundraising Coordinator's Instructions



## Before Your Fundraiser Begins

Determine what your financial goal is for this fundraiser.

Example Goal: \$10,000 Retail / \$4,000 Profit (40%)

**Your Group's Goal: \$ \_\_\_\_\_ Retail/\$ \_\_\_\_\_ Profit**

*Divide Group Goals by # of Participants to determine Individual Goals*

Example Individual Goals: \$100.00 Retail / \$40.00 Profit (example based on 100 sellers)

**Your Individual Goals: \$ \_\_\_\_\_ Retail/\$ \_\_\_\_\_ Profit**

*Without a goal, your participants will have nothing to shoot for. It's crucial to the success of your fundraiser to have a GOAL and FORECAST it LOUD to your sellers!*



Schedule & Confirm the following dates with We CARE! Coffee Company:



Fundraiser Launch Date: \_\_\_\_\_

Order Form Due Date: \_\_\_\_\_ *(we suggest 10 days after the launch)*

Preferred Delivery Date: \_\_\_\_\_ *(plan on 5 weeks from your launch)*

*(Orders are processed within a 2 week period of receiving your order. Large orders may take up to 3 weeks.)*

\* Read the "10 Keys to Making your Fundraiser a Success"  
*(located in the Red Folder-left hand pouch).*

\* Review your Coffee Sale Announcement

*(Also in the Red Folder-left hand pouch!)*

Xerox and include the announcement with the Fundraising Catalogs when you distribute to your sellers during your launch!



## Launching Your Fundraiser

\* Gather up your sellers and get them excited about the reason for your fundraiser!

\* Hand out the Coffee Sale Announcement & Fundraising Catalogs to your sellers. Allow a few minutes for questions and answers.

\* Remind your sellers to spread the word about your sale! See ideas on the Coffee Sale Announcement.

Get everyone talking about your fundraiser. You want to create a "buzz" from the get go!



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## During Your Fundraiser

### Midway through your fundraiser

Check-in with your sellers to see if they've started selling.  
Remind them of the [Order Form Due Date](#).

### Order Form Collection Day

Consider rewarding everyone who turns their orders in on time.  
Inexpensive items work best for this.  
(*Extra Recess time, Free Homework Pass, Gift Certificate for the Student Store, etc.*)  
Refer to the [Master Order Form](#) (in your Red Folder) to prepare your order to send in.



### A thought about your FINAL TOTAL....



Did your group miss hitting your goal by just a bit?  
**Consider filling out an additional order taker to reach your GOAL!!**  
You'll find an extra order taker in your Coordinator's Red Folder.  
(Label it: COORDINATOR-and we will put your order in BOX 1  
and send you a SPECIAL GIFT for going the extra mile to ensure your  
**GROUP MAKES THEIR GOAL!!** As the Coordinator, YOU can turn around  
and sell the items during your DISTRIBUTION or a special event!

## YOUR CUSTOM LABELED PRODUCTS ARE THE PERFECT ITEMS TO STOCK UP ON. A BEST SELLER FOR SURE!!!!

Once your order has been placed and your delivery date confirmed, remind  
your participants when and where they can pick up their orders.

Late orders may be emailed to: [orders@wecarecoffee.com](mailto:orders@wecarecoffee.com).

Distribution will be a breeze! Original order forms will be attached to pre-sorted orders.

## After Your Fundraiser

If there are any discrepancies or damaged products during distribution,  
please report them within 10 days of receiving your order, so that we  
may ensure your fundraiser wraps up with no headaches.

It is important to us that YOU and your supporters are taken care of.

We CARE! Coffee Company:



Toll Free: 1(866)554-1225 ~ [dave@wecarecoffee.com](mailto:dave@wecarecoffee.com)  
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[www.wecarecoffee.com](http://www.wecarecoffee.com)