

ROME, NEW YORK

BROASTERS

EST. COFFEE COMPANY 2017

FUNDRAISER HOW TO GUIDE

SET A TIME LINE

Set a time line for your students or volunteers to complete their fundraising efforts. We suggest a limit of no more than two weeks.

DISTRIBUTE FORMS

Distribute copies of the order form to each student or volunteer who will be fundraising.

START FUNDRAISING!

Make sure students or volunteers are collecting money as the customers place their orders. Checks from individual customers should be made out to your group or school. Completed order forms and money should be turned in to the fundraiser organizer (you) just after the fundraiser has ended, on a designated due date. *(Please note that it is very important to keep ground and whole bean coffee totals separate in your final order.)*

PLACE FINAL ORDER

Call or email us to place your final order and arrange for payment. Please note we ask you to meet a minimum of \$250 for your final order, and we ask for one payment PAYABLE TO: BROASTERS, via check or credit card.

ARRANGE PICKUP/DELIVERY

Make final arrangements for pickup times with a sales support representative. We will need a minimum of two weeks to prepare your order, so please plan accordingly and note that this time line may change during our busy holiday season.

PICKUP / DELIVERY

Make final arrangements for pickup or delivery with us. Pick up your order on the scheduled date, pay for your order, and then distribute the products to your students or volunteers for them to pass out to customers.

NEED ANYTHING ELSE?

Call us at 1-315-338-4484 or email info@thebroasters.com

FUNDRAISING TIPS

SET GOALS

Set clear goals (such as 10 pounds of coffee per person), define what you are setting out to accomplish, assign tasks to specific volunteers, and be sure to follow proper ordering instructions. All of this will ensure that your sale runs smoothly during preparation, fundraising, and distribution.

KEEP EVERYONE INFORMED

Give everyone involved plenty of advance notice that a fundraiser is in the works. Be sure to keep participants well informed through letters, emails, phone calls, and conversation.

TIME LINE

Set a realistic time line. The most successful fundraisers seem to be run over a limited time period, such as two weeks. Following your fundraising efforts, allow Broasters staff a minimum of one week to fill your order, with a bit more time during our busy holiday season. Lastly, give your customers a good idea of when their orders should be delivered within one week to maintain freshness.

ADVERTISING

Advertise your fundraising campaign! If people don't know about your efforts, they won't be able to support them! Approximately two weeks before your fundraiser begins, post announcements on local community boards and websites. Contact your supporters through email, newsletters, and mailings.

MOTIVATE YOUR VOLUNTEERS

The better your volunteers understand the fundraiser, the more successful they will be. Clearly explain how to take orders, collect money, and deliver items

Provide incentives such as prizes, activities, or small rewards to keep people motivated. Get creative - incentives don't necessarily have to cost you money.

DON'T FORGET

After the fundraiser is over, there is still work to be done! Organize a team of parents, co-workers, and volunteers to sort orders and help distribute. Some groups have chosen to turn this activity into a fun, morning event over coffee (of course!), pastries, and fruit. This gathering not only gets the job done, but also provides an opportunity for folks to get to know one another.

Thanks for your interest in Broasters Fundraising Program! Broasters wants to help you meet your fundraising goals. This packet contains information you will need to get started, and to make your fundraiser a success.

ABOUT BROASTERS COFFEE COMPANY AND OUR BEANS

Broasters Coffee Co. is a small batch coffee roastery located in Rome, NY. We use only the highest quality single origin Arabica beans.

All coffee is roasted fresh at our facility. It will not be roasted until your order is received.

The date your coffee is roasted will be printed on the bag. All coffee comes packaged in foil lined, resealable bags with one way air valves to assure freshness.

Varieties of Coffee



NICARAGUA - Full City+
Nicaraguan SHG Isabelia EP
Notes of cocoa and walnuts
Roasted Full Medium



ORGANIC SUMATRA - Dark
Organic Sumatra Aceh Ketiar
Notes of dark chocolate, mild cherry and licorice
Roasted Vienna



COLOMBIA - City +
Colombia Excelso E/P
Notes of milk chocolate and a hint of lemon
Roasted Medium



HONDURAS DECAF - Full City
Maya Royal Select MWP Decaf
Notes of milk chocolate, and almond
Roasted Medium