



# FUNDRAISING



Thanks for your interest in Colectivo's Fundraising Program! Colectivo wants to help you meet your fundraising goals. This packet contains all the information you need to get started and to make your fundraiser a success. We'll offer tips, a step-by-step guide, product descriptions, pricing, and more. But first, we'd like to introduce ourselves.

Since 1993, we have been sourcing coffee from origin. By developing exclusive farmer and co-op partnerships, we can be involved in every step of creating a great coffee experience. Our coffee has been roasted by hand and delivered fresh since the very first batch. We are independently owned and roast our award-winning coffees in Milwaukee's Riverwest neighborhood.

In addition to all of this, we like to support local performing arts, environmental, and social advocacy groups. These are the organizations that strengthen our community, and now we want to help you make your organization stronger.

Colectivo's friendly sales support team is ready to help you, and will be happy to answer your questions every step of the way. Now, let's get you started...

# HOW-TO GUIDE

## 1. GET STARTED

Contact us at 1-877-273-3747 and work with one of our sales support representatives to schedule your pickup date and time. Please keep in mind that we can only process up to three fundraisers per day during holidays. Plan ahead by setting your pickup date early. We will also need to know if you are interested in customizing your fundraiser materials with your own artwork, labels, etc. (see pg. 6)

## 2. TIMELINE

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

## 3. CHOOSE YOUR PRODUCTS

Choose the coffees, teas, and/or cocoa you would like to use in your fundraiser from those listed in this packet (pg. 3 & 4). You may sell up to three coffees and are welcome to sell all listed cocoas and teas. We recommend two regular coffees and a decaf. Decide on a price to charge your customers for each item.

## 4. DISTRIBUTE FORMS

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

## 5. 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.)

## 6. PLACE FINAL ORDER

Call or email one of our sales support representatives 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 via check or credit card.

## 7. ARRANGE PICKUP

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

## 8. PICKUP

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 1-877-273-3747 or  
email [salesupport@colectivocoffee.com](mailto:salesupport@colectivocoffee.com)



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# COFFEES

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## DEL SOL • BREAKFAST BLEND

**\$6.50/lb**

Sometimes we need a little help waking up, and that's where Del Sol comes in. The combination of light and medium-roasted coffees creates a dynamic cup with the sweet, pronounced acidity you need to pry open our eyes and just enough full, smooth body to prop you up. Whether enjoyed with breakfast or while running out the door, you can always count on Del Sol to start your day with a little shine.



## VELO • CLASSIC FRENCH ROAST

**\$6.50/lb**

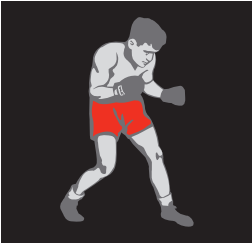
Dark-roasted organic/Fair Trade coffees from Central America and Indonesia come together in this smoky, full-bodied blend with flavors of dark chocolate and licorice, rewarding those who want a little roast in their lives!



## BLACK & TAN • RICH SWEET BLEND

**\$6.50/lb**

The black and tan has been a classic pub favorite for years. When a dark beer is poured over a lighter, brighter one, the result is a delicate balance of flavors. Our version embodies the same spirit, combining a rich, full-bodied dark roasted coffee with a sweet, clean, light roast in a blend that looks almost as good as it tastes.



## COSTA RICA • CAMPÉON

**\$6.50/lb**

We dug deep into the Dota Valley of Costa Rica and selected a handful of the highest quality lots from the 700+ producer members of Coopedota. These coffees exhibit pinpoint acidity, supportive body, and a subtle fruitiness that is a result of harvesting only ripe coffee cherries.



## DECAF COLOMBIA • PASO FINO

**\$7.50/lb**

To create Decaf Colombia Paso Fino we source coffee from the same producers that make up our Colombia Paso Fino, created through an intensive search for the best deliveries from hundreds of coffee producers in the departments of Huila and Cauca. Enjoy the complexity and balanced acidity of this great decaffeinated coffee well into the evening.



## DECAF DREAM HARDER • SIGNATURE BLEND

**\$7.50/lb**

As fellow sleepers, we recognize that coffee can keep a person up at night. With that in mind, we've created Decaf Dream Harder. Balanced and sweet, citrusy and spicy, Dream Harder makes it possible to both enjoy great coffee and get the most out of your restful hours.

## TEAS

Letterbox tea tins are loose tea, with 2-3oz of tea in each tin. This makes about 20-30 cups of tea, depending on how strong it is brewed.



### **ANTHOLOGY • BLENDED BLACK TEA** **\$6.00/tin**

Blended from the archives of our favorite black teas. Intense floral aroma with rich and savory smokiness. Perfectly balanced. Naturally Caffeinated.



### **PURE • PEPPERMINT INFUSION** **\$5.00/tin**

Pure peppermint leaves from the Pacific Northwest. Full, creamy flavor with distinct chocolate notes and an intense finish. Invigorating & bold. Caffeine free.



### **BLOOM • ORGANIC CHAMOMILE** **\$6.00/tin**

Delicate and soothing. Organic Egyptian chamomile, valerian root, fragrant lavender, lemon grass, and lemon verbena flowers. Caffeine free.



### **MYSTIC • ORGANIC GREEN TEA** **\$5.50/tin**

Organic leaves from Zhejiang Province, flattened by hand and pale in color, are strong with antioxidants, yet delicate with flavor.

## COCOA



### **HOT COCOA • REGULAR + MINT** **\$4.50/12oz tin**

We use Ghanaian cocoa beans (considered to be the best in the world) to produce a hot cocoa mix with a rich aroma and a magical flavor. It's great on its own or in your favorite drink. This is the same cocoa mix that our cafe customers have been enjoying in mochas and more for years!



# FUNDRAISING TIPS



## PRICING

We recommend that you price the coffees from \$12-\$16 per pound to maximize your profit while keeping the prices realistic for your customers. For teas, we recommend \$11-\$13 per tin, and for cocoa \$7-\$9 per container.

## 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.

## TIMELINE

Set a realistic timeline. The most successful fundraisers seem to be run over a limited time period, such as two weeks. Following your fundraising efforts, allow Colectivo's office and warehouse 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.

## HOLIDAYS

Fundraisers scheduled during the holiday gift-giving season can be extremely successful. Your customers may already be searching for that perfect gift for their favorite coffee lover. This is something to keep in mind when scheduling your campaign.

## 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.
- Be appreciative and encouraging every step of the way by thanking your volunteers for their efforts and motivating them to do even more.
- Create friendly competition among your volunteers by providing a running tally of everyone's accomplishments.
- Remind participants that successful fundraising keeps their costs down, and allows your organization to continue to provide fun and enriching experiences.

## 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.

# CUSTOMIZING YOUR FUNDRAISER

While most of our customers prefer the brand-recognition value of our standard packaging, some prefer that the coffees be labeled with their own artwork or logo. You can customize your fundraiser in two ways:

## OPTION 1

### CREATE AND PRINT YOUR OWN LABEL

You can choose to create and print your own label for coffee and/or cocoa packaging. We will apply the labels for you at the time of production. Let us know when scheduling that you will be using your own label. Labels must be delivered to our Humboldt location at the time you place your order (at least one week prior to pick-up.)

### GUIDELINES:

- Use of Colectivo logo, branding, or artwork is prohibited.
- To help you build a successful fundraiser, we do encourage use of the name Colectivo Coffee (in text only, no larger than 14pt font) on custom-designed labels. Example: "Roasted by Colectivo Coffee"
- Coffee names must be changed if you create and print your own labels. If you'd like to sell coffees labeled as Del Sol, Velo, Black and Tan, Costa Rica Campeon, Decaf Colombia Paso Fino, or Decaf Dream Harder, they must be sold in original Colectivo packaging.

### NAME SUGGESTIONS:

Coffee name suggestions for custom-designed labels are listed below, but feel free to get creative! Find a name that speaks to the personality of your organization.

- Del Sol can be called Breakfast Blend
- Velo can be called Classic French Roast
- Black and Tan can be called Rich Sweet Blend
- Costa Rica Campeon can be called Costa Rica
- Decaf Colombia Paso Fino can be called Decaf Colombia
- Decaf Dream Harder can be called Decaf Dream Blend

### EXAMPLE:



## OPTION 2

### YOUR COFFEE NAME, OUR LABEL

Create your own coffee name for printing on a custom Colectivo label. Select a coffee from the offerings list and create a different name. When you call in your order, tell us the name (with exact spelling) and we will design and print custom labels for your bags.

### EXAMPLE:



