



FUNDRAISER OPPORTUNITIES

Thank you for considering New Day Coffee Roasters for your organization's fundraising needs. We know that fundraisers are an essential part of keeping your organization thriving. That's why we offer two unique program choices to suit your needs, both with no setup fees or minimum order sizes required.

Option 1

Online Fundraiser

Our most hands off option for you. This style of fundraising is set up to be as simple and easy as possible.

- Simply choose the beginning and end dates for your fundraiser. Typically dates range from two weeks up to a month.
- Promote your event and ask everyone you know to order their favorite coffees and teas from the New Day Coffee website. They will enter the name of your organization in the comments section of their online order tying their order to your organization. New Day Coffee will provide an advertising template to assist with your marketing efforts.
- Let the orders start rolling. That's all there is to it.

How much money can my organization make with this option?

Your organization will receive a check for 15% of your supporters total merchandise purchases at the conclusion of your event. The sky is the limit! Your organization's earnings are typically received within 2 weeks of your fundraisers closing date. It's that simple. Remember, the more orders and sales you create, the more money your organization earns so be creative with promoting the event. Recruiting friends, family and utilizing social media typically works best.

Option 2

Traditional Order Form Fundraiser

This program is more of a traditional fundraiser ideally suited for organizations with a large number of participants but has proven to be successful for groups of all sizes. All items sold in this program are under \$10 for an easy sale! This is a more lucrative option than the online fundraiser but typically requires more of a time commitment by your organization.

- Choose the beginning and end dates for your fundraiser. Typically dates range from two weeks up to a month.
- Distribute the provided full color order forms to your sellers and start collecting orders.
- Order forms include 18 varieties of single origin and flavored coffees to choose from. All coffees are available in 12oz. bags of whole bean or ground coffee or 12 count boxes of single cup pods.
- At the end of your fundraising time period, tally up all of your seller's orders using the provided master order form and turn in your total number of units sold to New Day Coffee. 2-3 weeks are required for processing your coffee orders. No money is due until you pick up your completed coffee order from New Day Coffee Roasters.
- Distribute your orders. After picking up your complete order from New Day Coffee Roasters, gather your team to sort the individual orders using the original order forms. Host an order pick up day to distribute orders to your sellers. Your sellers can now distribute the product to their supporters with a smile and a thank you.

How much money can my organization make with this option?

Your organization will sell the coffee for \$9 per unit. You purchase the coffee from New Day at only \$6 per unit. Your organization keeps \$3 for every unit sold.

Example:

50 sellers each sell 20 units of coffee.

1000 total units sold

\$3 per unit for your organization

Your organization earns a total of \$3000!

Both of our fundraising options are available year round. Two weeks notice is required prior to your prospective start date for administrative set up. We hope you find our unique coffee fundraising programs suitable to your needs. For more information, or to set up your next great fundraiser, contact New Day Coffee Roasters today!

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www.NewDayCoffeeRoasters.com*



NEW DAY Coffee ROASTERS

Server's Name: _____
 Server's Phone: _____
 Server's Email: _____
 Organization: _____

Customer Name / Address / Phone
 (Add Example / 123 Main Street / 855-555-5555)

ALL COFFEES ARE: \$9.00

Please note: coffee is sold in 12-oz. single serving sealed packets to retain freshness. Please note: most toasts have sealed packets to retain freshness.

1	Brazil Alta Mogiana Region	
2	Columbian Santa Barbara Estate	
3	Columbian Water Processed Decaf	
4	Dark Night Blend	20
5	Half Caf	
6	Morning Blend	Example 10
7	Rise and Shine Blend	
8	Chocolate Hazelnut	10
9	Chocolate Peanut Butter	
10	Cinnamon Bun	
11	Double Chocolate	
12	English Toffee	20
13	French Vanilla	
14	Hazelnut	Example 10
15	Jamaican Me Crazy	
16	Orange Chocolate	
17	Salted Caramel Mocha	
18	Vanilla Buttercream	
TOTAL		\$27.00

Please Total All Items Carefully!

Traditional Fundraiser Order Form

Coffee for a Cause
A Fundraiser Benefiting

YOUR LOGO HERE

Visit
www.NewDayCoffeeRoasters.com
 BETWEEN **Date X** and **Date X** TO ORDER LOCALLY ROASTED,
 PREMIUM GOURMET COFFEES AND TEAS.

ENTER
YOUR ORGANIZATION NAME
 IN THE COMMENTS SECTION OF YOUR ORDER AND A
 PORTION OF YOUR PURCHASES WILL GO TOWARDS SUPPORTING
YOUR ORGANIZATION NAME

Thank You for Your Support

Virtual Fundraiser Marketing Sample