

## Leader's Guide

As a fundraising leader, your efforts are critical to your fundraising program's success. This can feel overwhelming so... We have created this Leader's Guide to help you through the steps for a successful program. Contact us at any time if you need any further help.

### Catalog Sales

**Information Package:** Contact us and request an information package. You will get the forms and information you need to review the program and feel confident about getting started.

**Get Started:** Complete a Sales Agreement Form. Choose goals, dates and a fundraiser leader.

**Submit Artwork:** Artwork needs to be submitted within one week of submitting the Sales Agreement Form. We will render a couple of label choices for your organization's private label. Logos, Team Photos, Mascots are all good choices. The highest resolution artwork is best. Webpage graphics are usually too low resolution for this purpose. (Possible file types pdf, eps, ai, psd, or jpg 200 dpi or larger)

**Goals Setting:** Set a fundraising goal and communicate that to your organization. Start with a unified vision. This gives your organization a target and purpose for their efforts.

**Sell:** After you receive your personalized sales sheets, you can start to sell. Follow the sales tips at the bottom of the Parent/ Kick off Letter. Have a fundraiser kickoff day and encourage your group to sell, sell, sell!

**End Sale:** Collect all sales sheets and money at the end of the sale. Make a copy of the sales sheets for later in the distribution process.

**Deposit:** Deposit collected money according to local policy and submit payment to Coffee Funded with order.

**Order:** Complete the Master Order Form after receiving all sales sheets. Mail or email the Master Order Form to [Info@CoffeeFunded.com](mailto:Info@CoffeeFunded.com) or to Coffee Funded, 5308 Chenevert, Houston TX 77004.

**Receive:** When your order arrives, inventory it and check the order count. Communicate any shortages to Coffee Funded within a week of delivery.

**Distribute:** Create an assembly line, pack individual sales together according to the sales sheets, verify the counts and have members sign them out and deliver according to the original sales sheets.

### Event Sales

**Information Package:** Contact us and request an information package.

**Get Started:** Complete a Sales Agreement Form. Choose goals, dates and a fundraiser leader.

**Submit Artwork:** Artwork needs to be submitted within one week of submitting the Sales Agreement Form. (Instructions Above)

**Order:** Order using the Master Order Form and submit payment. Mail or email the Master Order Form to [Info@CoffeeFunded.com](mailto:Info@CoffeeFunded.com) or to Coffee Funded, 5308 Chenevert, Houston TX 77004.

**Sell:** At your event, proudly display your products and sell, sell, sell.