



Thank you for your interest in Northwest Specialty Coffee! Our goal is to help your organization exceed its fundraising goals while offering a creative, high-quality product that will make a positive impact on your donors.

Our program is very straightforward— groups like yours may either purchase the coffee up front, or “pre-sell” (like other catalog fundraisers) with order forms. We recommend conducting a pre-sale because you don’t have to guess how many bags of coffee to purchase and pre-sales require absolutely no money up front.

Here is how our pre-sale program works:

Pre-Sale Program

- **How do we get started?**

Step 1: Send us your logo, mascot or original design concept.

Step 2: We’ll design your custom label, order forms and promotional posters.

Step 3: We send you your forms and posters and you conduct your presale fundraiser. You collect payment from your donors as you pre-sell.

Step 4: At the conclusion of your presale, you add up your orders and place an order with us.

Step 5: We ship your coffee to you and send you an invoice.

It’s that easy.

- **What coffees do we sell?**

Your group is able to offer 3 of our most popular specialty coffees – each roasted to order and featuring a custom designed private label. Your coffee menu will consist of: (1) a French (Dark) Roast Central American Blend, (2) a Medium Roast 100% Colombian Supremo, and (3) a Decaf 100% Colombian Supremo. Each of these coffees have been carefully blended and developed to appeal to the taste preferences of the widest possible audience - making your selling that much easier.

- **Are there any minimums?**

We require a minimum of 200 bags, however, this is *in total* – that is, you may satisfy the minimum requirement with any combination of the 3 coffees in the standard menu. If your group decides to continue selling the coffee after the initial order, you may order in any quantity you like!

- **What does my coffee cost and what do we sell it for?**

Here is the pricing scale for the coffees mentioned above - for decaf, add \$.25 more per bag:

200 – 500 bags = \$6.00/bag

501+ bags = \$6.00/bag PLUS FREE SHIPPING

We suggest selling these coffees for \$10-\$11 per bag – but every group is different, so you have the final say about what you charge your donors.

- **What are the potential profits?**

# of Participants	Average # of Bags Sold Per Participant	Profit/Bag*	Total Profit
50	10 bags @ \$11.00 / selling price	\$5.00	\$2500
100	10 bags @ \$11.00 / selling price	\$5.00	\$5000
250	10 bags @ \$11.00 / selling price	\$5.00	\$12,500
500	10 bags @ \$11.00 / selling price	\$5.00	\$25,000

- **Do we receive orders forms and posters to promote the fundraiser?**

Absolutely. We'll provide you with all the order forms and promotional posters you'll need. We also customize these forms and posters to feature your organization's name, your prices, your blend names (if you want to create your own), product descriptions and images of what the coffee packaging looks like so that your donors know exactly what they're buying. All of the graphic design for your labels, forms and posters are done by our professional graphic design staff.

- **How long is the pre-sale and how long before we receive our order?**

Your group takes orders (and collects payment) for 2-3 weeks. At the end of the pre-sale, you collect the forms, tally up the quantities and place your order with us. Your coffee is roasted to order and delivered in 3-4 weeks from the date of the order.

- **What if we want to offer coffees different from those on the standard menu?**

No problem! If you would like to offer any of our other coffees for your pre-sale, of course, you may do so - we have a wide array of specialty coffees to choose from. A minimum of 200 bags will apply to each blend. Pricing may also vary for different items.

- **How can we continue to sell our coffee throughout the year?**

So your pre-sale went great and you'd like to keep on selling the coffee? Perfect! Your group may continue to purchase their private labeled coffee throughout the year. The same price breaks and free delivery requirements apply for each additional order.

- **Does Northwest Specialty Coffee offer any other items in addition to coffee?**

Yes. In addition to coffee, we also offer a wide array of high-quality, insulated travel mugs – all of which may be screen-printed with your group's logo or custom design. These mugs make the perfect accompaniment to your private labeled coffee! The cost per mug is \$8.00 and there is a minimum of 48 mugs. We recommend selling your mugs for \$13-\$15/each. Orders of more than 48 mugs must be in increments of 12. There is no additional charge for any mug design.

- **May we offer this program in conjunction with another fundraiser?**

Of course! Your private label coffee program is a great stand alone fundraiser or a great addition to another fundraiser. Why not add coffee to your existing fundraiser? That's the beauty of offering coffee...it's great by itself, but it's also a wonderful complement to items such as cookie dough or other baked goods. Your private labeled coffee and mugs are also great additions to your group's existing line of branded merchandise.

- **Sales Tips:**

- Just about everyone drinks coffee – few products suitable for fundraising are consumed by more people and in higher volumes than coffee. Next to oil, coffee is the world's most traded commodity.
- Ask everyone in your group to find 7 coffee drinkers during your 3-week pre-sale and sell each of them 1 bag per week. You'll see a great return with very little effort!
- Coffee is a perfect alternative to all the high calorie, high carbohydrate, sugar-based products that saturate fundraising. Offer your donors something new, something they purchase anyway...they'll appreciate it, and that will make your sale even better!

We hope you enjoy the coffee and find the brochure informative! Starting your program is simple and takes as much time as it takes to get your label just how you want it, so please contact us soon to get started – 877-811-8177. Thank you again for your interest... We look forward to speaking with you soon!

Sincerely,

Northwest Specialty Coffee