

# HOLIDAY EXTRAVAGANZA

## FUNDRAISING

### **Who:**

Any school or non-profit club or group

### **What:**

Holiday Fundraising Extravaganza featuring your custom branded coffee, chai teas, hot coco and other assorted goodies.

### **When:**

The online campaign runs from Nov. 1 to Nov. 22. Orders will be processed after Nov. 22nd and scheduled for school delivery—plenty of time for parents to send their purchases as gifts or keep for the holidays.

### **Where:**

From the comfort of your computer.

### **Why:**

Schools and groups need to raise money. Parents and supporters are going to spend money anyway. Here's an opportunity to offer superior products parents will love and appreciate.

### **How:**

Our online fundraising handles everything: we create a custom labeled coffee for your school or group, then create a custom web page with your products, and we provide you with support material to get the word out—all tailored to your school or group.

### **How much money do we earn?**

You earn up to 30% on every item sold. Example: Our superior gourmet coffee sells for \$13, your school or group earns \$4. That's 30.7% profit on every can sold. Chai tea earns less for a variety of reasons—sells for \$14, you earn \$3. A six month two-can-per-month coffee subscription will earn your school \$48. That's a pretty tasty deal.

### **Who handles the money?**

Parents and supporters make all their purchases online and pay for each transaction via credit card. We process the orders and send you a profit check at the end of the campaign.

### **Can we get FREE Shipping?**

People LOVE free shipping—so YES! Product for your school's campaign will be delivered to your school for distribution.

### **When do we receive our fundraising earnings?**

You will be paid promptly the last week of December. We will keep a small retainer (10%) to cover any returns. The retainer will be paid in 60 days.

### **Can we do a traditional pre-sale campaign with order forms and a product brochure?**

Absolutely! In fact, if you want to super-charge your holiday fundraising effort, this is a powerful strategy. Leverage the website for sales AND have students and parents offer this service to their friends and associates.

We'll provide you with an order form master, customized product flyers you can print at will and we'll even ship you our awesome Jittery Joe's fundraising envelopes for your student fundraisers to use

### **Who is Jittery Joe's Coffee?**

Jittery Joe's has been roasting coffee and selling coffee for over 15 years. We've been featured as a CNN Small Business Success Story; The Lt. Governor just awarded Jittery Joe's The Excellence in Innovation Award—we do some pretty cool things. We have retail stores from New York to Dallas and many in between. But bottom line, we're a bunch of folks passionate about superior coffee and we love supporting schools and non-profits.

### **Is the coffee any good?**

We humbly use the term "superior" for several reasons: First, we select only the top 1% of all the beans available for sale in the world—a superior bean leads to a superior cup of coffee. Second, we roast each batch in our micro-roasters. It's part art and part science. We combine art and science to bring out the quality of each bean selected for a delicious cup of coffee.

## **What are the products available for sale?**

- Superior Coffee from Jittery Joe's Coffee in your custom label: dark or medium roast and decaf. 12 oz reusable cans. Whole bean or ground
- Chai tea available in vanilla and spiced flavors
- Ghirardelli Hot Chocolate
- 2 oz sample paks: Brews an amazing 8 to 10 cup pot of coffee. Perfect for stocking stuffers, gift baskets or those little "I need a gift" moments. Available in Medium Roast.
- Joe-by-the-Bag: 10 of our 2 oz. sample paks in a handy gear bag. Drink the coffee, keep the bag.
- Jittery Joe's ceramic mugs: heavy 8 oz. mugs in a retro diner design. A crowd pleaser.
- Gift boxes including a can of medium roast coffee with your custom label and a retro Jittery Joe's ceramic mug.
- Jittery Joe flaming cup Beanies: black and grey with the Jittery Joe's flaming cup logo
- Jittery Joe's travel mug: 14 ounces of travel joy.

## **Do you offer any product guarantees?**

YES! We want you to be thrilled with the products you purchase. We offer a 60 day satisfaction guarantee. If you're not happy, we'll replace the product or refund your money. Pretty simple.

## **What's the up front cost to our school or group?**

Zero.

## **Have you helped other schools with their fundraising efforts?**

Yes, a lot of schools and we're pretty darn good at it. See our testimonial from Principal Tad.

## **How do we get started?**

It's simple. Register your school online and we'll take it from there. Your job will be to help spread the word amongst your school or group.