

# Lucky Goat

COFFEE CO.

## FUNDRAISING

Thank you for your interest in Lucky Goat Coffee's Fundraising Program! At Lucky Goat, one of our core values is community involvement and outreach. Through fundraising, we've helped hundreds of students and individuals reach their goals- and we hope to help you reach yours too!

This packet contains helpful tools you will need to ensure your fundraiser is a success. We will offer tips, product descriptions, prices, and are happy to answer any questions along the way.

Now, let's get started...

# How-To Guide

## 1. Get Started

Our fundraisers are made to be very simple. Your organization will sell a 12 oz. bag of Lucky Goat Coffee for \$11 a bag. For each bag sold, you will earn \$4.50 per bag. Contact fundraising@luckygoatcoffee.com to begin planning your fundraiser. If you are interested in customizing the bags, please provide your organization's logo as well.

## 2. Pick a Timeline

We recommend a two week selling period to allow the fundraiser to gain enough momentum to maximize selling. When we receive your preferred dates, we will review our calendar and set dates together.

## 3. Your Coffee

We offer seven different coffee selections for your fundraiser- Billy Goat, Mountain Goat, Midnight Express, Decaf, Southern Pecan, Goat Tracks, and a seasonal selection.

### SEASONAL SCHEDULE

February - May: Hawaiian Hazelnut

June - August: Jamaican Island

September - November 15th: Pumpkin Spice

November 16th - January: Snowflake Crunch

## 4. Start Fundraiser

Distribute copies of our order forms to all students/individuals who will be fundraising. Make sure volunteers are collecting money as customers place their orders. *All checks should be made out to your school or organization.*

## 5. Place Final Order

Once the fundraiser is complete, we ask that the contact person for the fundraiser turn in one order form with the total order from all the students. From there, we will create an invoice stating how much you owe to Lucky Goat. Once the order is received and invoiced, we can produce the coffee within 10 business days.

## 6. Pick Up

Schedule a date and time to pick up the coffee orders with our fundraising team. On the scheduled date, pick up your coffee, pay for your order, and distribute coffee back to your customers.



# Customization

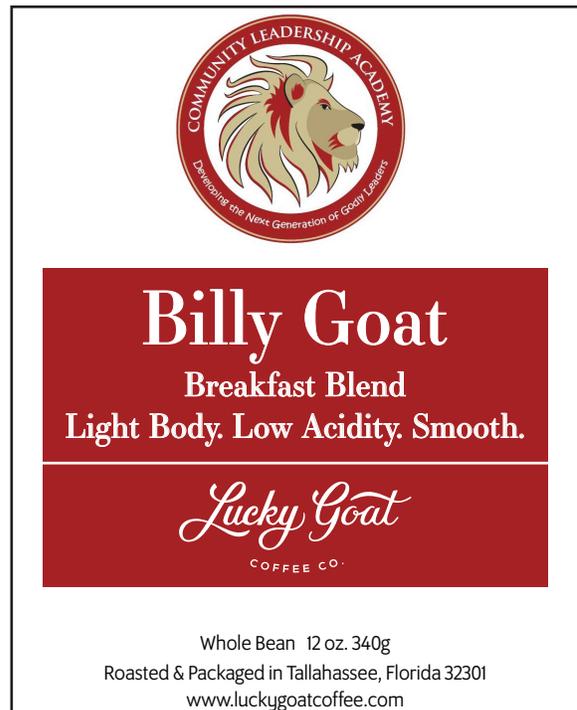
If you want your bags to say a little more about you, add some customization. We offer fundraising labels with your organization's logo so you can make sure they remember who sold them that delicious bag of coffee.

## Here's How:

When you set up your fundraising dates with Lucky Goat, make sure to include your organization's logo in your email if you would like to add custom labels to your order. Our designer will then mock up a label for your approval and once approved, your label will proudly be displayed on all of the coffee ordered.

Cost for customization is \$20 added to your total cost.

## Custom Label Examples:



# Coffee Blends

## **Billy Goat**

### **Breakfast Blend**

Light Body - Low Acidity - Smooth

## **Mountain Goat**

### **House Blend**

Round Body - Slight Acidity- Slight Sweetness

## **Midnight Express**

### **Colombia Supremo**

Roasted Cocoa - Smoky - Darker Roast

## **Decaf**

### **Mountain Water**

Smooth Body - Low Acidity - Full Flavor

## **Southern Pecan**

Smooth - Pecan

## **Goat Tracks**

Chocolate - Caramel

## **Seasonal Flavors**

**Spring** - Hawaiian Hazelnut

**Summer** - Jamaican Island

**Fall** - Pumpkin Spice

**Winter** - Snowflake Crunch

