



HOW TO START A CAFECOSA FAIR TRADE COFFEE FUNDRAISER IN 3 EASY STEPS!

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Request a Planning Kit

Online: www.CAFECOSA.com

Toll-Free: (877) 369.7653

The Planning Kit includes:

- Sample Sales Brochure & Product Descriptions
- Earning Potential Chart
- How it Works
- Sample Planning Calendar
- Information Sheet about CAFECOSA

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Schedule a meeting with your group or decision makers. Be sure to give them at least a two week notice. Let them know that you will provide delicious samples of our products!

Topics to discuss could include:

- Fundraiser Objective and Goals
- How the Fundraiser Works (Step-by-Step Process)
- Sales Incentives
- For Schools: How to integrate the fundraiser into curriculum.
- Fundraiser Calendar (Dates for Kick-off, Deadline, Distribution and Wrap-Up!)
- Mission of CAFECOSA

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Kick-Off!

Call or email your representative at CAFECOSA to:

- a. Create custom Fundraising Campaign Calendar,
- b. Schedule shipment of Sales Brochures,
- c. Strategize the promotion and process of your fundraiser.

Remember, this is a dual-cause fundraiser. All sales raise funds for your organization and help to create jobs in the farming community of San Marcos de Tarrazu.

