



CAFÉ HOLÍSTICO
FUNDRAISING GUIDE

CAFÉ HOLÍSTICO IS A GLOBAL BRIGADES INITIATIVE. EVERY BAG OF COFFEE PURCHASED NOT ONLY SUPPORTS YOUR BRIGADE, BUT ALSO HELPS US TO BUILD THE CAPACITY OF COFFEE FARMERS AND FURTHER THE HOLISTIC MODEL IN PARTNER COMMUNITIES.

**CHANGING LIVES.
LIFE CHANGING.**

MEET OUR AMAZING COFFEE PARTNER

STONE CREEK COFFEE

STONE CREEK COFFEE, BASED IN MILWAUKEE, WISCONSIN, WILL BE SUPPLYING CHAPTERS WITH ALL OF THEIR WHOLESALE FUNDRAISING ORDERS. WE ARE CURRENTLY WORKING WITH STONE CREEK TO BUILD THE CAPACITY OF COFFEE FARMERS IN OUR HONDURAN PARTNER COMMUNITIES. IN THE MEANTIME, COFFEE FROM STONE CREEK IS SOURCED FROM NICARAGUA AND ROASTED IN MILWAUKEE.



CAFÉ HOLÍSTICO

WWW.HOLÍSTICO.ORG



SALES OPTIONS

BY THE CUP

UP-FRONT COSTS: \$142.50 (COFFEE), ~\$35 (CUPS)

POTENTIAL PROFIT: ~\$780 (FOR 480 CUPS)

SETUP A COFFEE STAND ON CAMPUS OR IN YOUR COMMUNITY TO SELL COFFEE BY THE CUP. 5LB BAGS CAN BE PURCHASED ONLINE AT \$47.50 (MINIMUM ORDER OF 3 BAGS), TOTALING \$142.50 FOR 15 LBS. EACH POUND OF COFFEE MAKES APPROXIMATELY 32 EIGHT-OZ CUPS, TOTALING 480 CUPS FOR THE 15 POUNDS. WE RECOMMEND TO SELL YOUR COFFEE AT \$2 PER CUP, WHICH WOULD PROVIDE YOU WITH A PROFIT OF ~\$780 IF ALL 480 CUPS ARE SOLD.

INDIVIDUAL BAGS

UP-FRONT COSTS: \$0

POTENTIAL PROFIT: ~\$220 (FOR 40 BAGS)

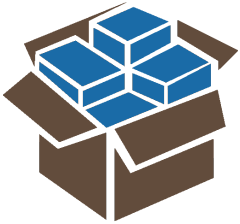
SETUP A COFFEE STAND ON CAMPUS OR TAKE PRE-ORDERS OF INDIVIDUAL BAGS FROM YOUR FRIENDS AND FAMILY. EACH 12OZ BAG OF COFFEE COSTS YOU \$10.50 (MINIMUM ORDER OF 40 BAGS). YOU ARE RESPONSIBLE FOR DISTRIBUTING THE BAGS TO YOUR BUYERS. AT A PRICE OF \$16 PER BAG, YOU WOULD PROFIT \$220 PER 40 BAGS SOLD.

SALES HOW-TO

FOR INDIVIDUAL BAGS OR BY THE CUP

STEP ONE

SALES MATERIALS



VISIT WWW.GLOBALBRIGADES.ORG/SHOP/COFFEE TO PURCHASE 5LB BAGS FOR CUP SALES (MINIMUM ORDER OF 3 BAGS). 5LB PURCHASES ARE ELIGIBLE TO RECEIVE A FREE TABLE TOP MARKETING DISPLAY (LIMITED TO ONE PER CHAPTER, UNTIL SUPPLIES RUN OUT). VISIT THE VRS TO DOWNLOAD PRE-ORDER SALES SHEETS FOR 12 OZ BAGS: WWW.GLOBALBRIGADES.ORG/VOLUNTEER-TOOLS-FUNDRAISE-STRATEGIES.

STEP TWO

SET YOUR PRICE

YOUR WHOLESALE PRICE PER 12OZ BAG IS \$10.50, WITH A MINIMUM ORDER OF 40 BAGS. WE RECOMMEND TO MARK-UP YOUR COFFEE TO \$15.50-\$16.00 PER BAG. YOUR CHAPTER KEEPS THE DIFFERENCE.



STEP THREE

SELL COFFEE!



YOU CAN EITHER SELL AS A GROUP OR SELL AS INDIVIDUALS. UTILIZE THE SALES SHEET TO KEEP TRACK OF ALL YOUR ORDERS. SELLERS ARE RESPONSIBLE FOR DISTRIBUTING THE BAGS OF COFFEE TO EACH INDIVIDUAL CUSTOMER. CUSTOMERS SHOULD MAKE CHECKS OUT TO THE BRIGADER (NOT TO "GLOBAL BRIGADES").

STEP FOUR

PLACE ORDER

VISIT WWW.GLOBALBRIGADES.ORG/SHOP/COFFEE TO PLACE YOUR WHOLESALE ORDER WITH STONE CREEK COFFEE, WHICH INCLUDES FREE SHIPPING. ONCE RECEIVED, DISTRIBUTE TO CUSTOMERS AND DONATE YOUR PROFITS BACK TO GLOBAL BRIGADES TO GO TOWARD YOUR BRIGADE FUNDRAISING GOAL.

