



Posh Coffee Fundraiser - Details For Players

- 1) We are doing our first CYSL club wide fundraiser. We have chosen to do a gourmet coffee fundraiser. Our goal is to have every CYSL Select player sell ten bags of coffee and developmental players sell five bags. The club earns \$5 on every bag sold. Open your envelopes and you will find four pieces of paper.
 - **Flyer**—A flyer which explains the details of the fundraiser. Coffee is \$12.50 a bag. There are five different flavors. We are raising money to help keep the cost down for all players.
 - **Order Form**—Write the customer's name, phone number, address, and Email. Write down how many bags and what flavor coffee they would like to order. Make sure you mark whether they would like the beans (G) ground or (W) whole bean and whether they want regular or decaf. If not specified, ground will be ordered. Total the order and collect the money. **All checks should be payable to CYSL.** Read the top of your order form, " Be courteous and smile!! Introduce yourself, "Hi I'm _____ with CYSL and we are trying to earn money to help pay for tournaments, equipment, player fees, etc. Would you like to help my team by purchasing a delicious bag of gourmet coffee?" No matter if their answer is "yes" or "no" thank them for their time. They might not buy anything from you today, but maybe next time they will if you are polite. Don't get discouraged with a "No." You will need to talk to approximately 30 people to get 10 purchases.
 - **Letter to CYSL Parent (English and Spanish)**—Have your parents read this. If you choose not to participate in the fundraiser, there is an opt-out. Write a check to CYSL for \$50. (10 bags x \$5.00 = \$50). If you have a developmental player the opt. out is \$25. The opt-out option counts towards a teams final bag tally. \$50 equals ten bags of coffee.

Questions

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- 2) **\$250 VISA CARD for the top seller**—This total will be calculated from the initial order only. Individual Internet orders cannot be tracked.
- 3) **EARN 50% OF THE PROFITS FOR YOUR TEAM**—When your team averages selling ten bags per player (5 for developmental player) you will earn 50% of the profits back to your team. That means if you have 15 players on your team you need to sell 150 bags of coffee to receive the 50% payback (150 bags x \$5 = \$750 - \$325 for the team and \$325 for the club). Any team selling fewer than an average of ten bags per player will only receive 25% of the profits.
- 4) **Posh Coffee is Gourmet, Delicious, and FRESH**—Tell your customers that Posh Coffee is fresher than what they can buy in the store. The beans aren't roasted until we send in the order. We will end the fundraiser on July 31st and will be sending the order the first week in August. The coffee should be delivered the second or third week of August.
- 5) **Posh is priced competitively (\$12.50 per 12 oz. bag)**—Other gourmet coffee is priced about the same, but doesn't help our club raise funds, specifically \$5 a bag.
 - **Price Comparisons:** Starbucks \$9-11 per 12 oz. bag, Pete's \$12-\$13 per 12oz. bag, and Allegro \$13-\$14 per 12 oz. bag)
- 6) **Re-order Online and Get More \$\$\$ for your Team**—After initial orders are placed, each team will be given an internet code specific to your team. Your customers can re-order on the Posh Website using your team code. There will be a link nadosoccer.com. Your team and the club earn residual income forever for every qualifying order! Your customers buy two bags and get one free (free bag pays for the shipping). Your team earns \$2.50 and the club earns \$2.50.

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