



## Jo Coffee Fundraiser Success Guide

### 1. Make It Personal

- Share your 'Why': Explain what you're raising money for.
- Create a short, friendly pitch.
- Tell a story - include photos if possible.

### 2. Use Multiple Channels

- Start with family, friends, and neighbors.
- Post on social media using photos and fundraiser info.
- Send messages via text, email, or WhatsApp.

### 3. Create Urgency and Excitement

- Keep the selling period short and focused.
- Set personal mid-goals (e.g., 10 bags by Friday).
- Celebrate top sellers weekly.

### 4. Equip Yourself for Success

- Learn about the products: Organic, highly rated, and delicious.
- Keep your order form and pen with you.
- Use responses for common objections:
  - 'I already have coffee.' -> 'It makes a great gift!'
  - 'I don't drink coffee.' -> 'We also offer decaf - perfect for gifting.'

### 5. Tap into Opportunities

- Promote as gifts for holidays, teachers, or offices.
- Bring your form to events, games, and gatherings.
- Ask local businesses to order for staff.

### 6. Recognition and Motivation

- Share team progress regularly.
- Recognize active sellers.
- Offer small prizes or fun challenges for milestones.