



ALTERRA COFFEE

Milwaukee, Wisc. • www.alterracoffee.com

Fundraising Information Packet

Fundraising with Alterra Coffee

Thanks for your interest in Alterra's Fundraising Program!

Alterra wants to help you meet your fundraising goals. This packet contains all the information you need to get started and to make your fundraiser a success. We'll offer tips, a step-by-step "how to" guide, product descriptions, pricing and more. But first, we'd like to introduce ourselves...

We are a locally owned, Milwaukee company built on foundations of hard work and quality products. Our strong coffee has gotten us quite a reputation here in Wisconsin (and beyond), and we've been roasting and serving it ourselves since 1993.

Alterra's friendly support team is ready to help you, and will be happy to answer your questions every step of the way. Now, let's get you started...

Alterra Coffee - Strong Coffee Served Here Since 1993

2999 N Humboldt Blvd. - Milwaukee, Wisc - 414-273-3747

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Fundraising with Alterra: A "How-to" Guide

1. Contact us at 1-877-273-3747 and work with one of our sales support representatives to set up an account, request order forms, and schedule pickup or UPS shipment. We will also need to know if you are interested in customizing your fundraiser materials with your own artwork, labels, etc.
2. Set a timeline for your students to complete their fundraising efforts. We suggest a limit of no more than two weeks.
3. Choose the coffees, cocoa or teas you would like to use in your fundraiser. (Limit for coffee selections is 3 or less.) Decide on a dollar amount to charge your customers for each item.
4. Distribute copies of the order form to each student who will be fundraising.
5. Make sure students are collecting money as the customers place their orders. Completed order forms and money should be turned in just after the fundraiser has ended, on a designated due date.
6. Call or e-mail your Alterra representative to place your final order and arrange for payment. (Please note that it is very important to keep ground and whole bean coffee totals separate in your final order.)
7. Make final arrangements for pickup or shipping times with an Alterra representative. We will need a minimum of one week to prepare your order, so please plan accordingly and note that this timeline may change during our busy holiday season.
8. Pick-up or receive your order on the scheduled date and distribute the products to your students for them to pass out to customers.
9. Need anything else? Call us at 1-877-273-3747.

Fundraiser Product Offerings

\$6.00/lb for REGULAR coffee, whole bean or ground

\$7.00/lb for DECAF coffee, whole bean or ground

Regular Fundraiser Coffees

Breakfast Blend

In order for a blend to earn the distinctive "Breakfast" title, it must be a coffee that one can consistently count on to start the day in a delicious way. Our blend of certified organic and Fair Trade Certified coffees from Nicaragua, Guatemala and Sumatra do just that. Enjoy!

French Roast - Organic/Fair Trade

Fans of dark roasts, listen up! Our version of the classic French Roast - Organic/Fair Trade was created just for you. Dark-roasted versions of our FTO Timor and Sumatran coffees come together in this smoky, full-bodied blend. Flavors of dark chocolate, gingerbread and black licorice reward those who aren't afraid of a little roast in their lives!

Blue Heeler - Organic/Fair Trade

Named after Mina, our Australian Blue Heeler mascot, this coffee stays true cup after cup. We combine regular and dark-roasted Sumatra Gayoland - Organic/Fair Trade to create a blend worthy of Mina's namesake. It features a floral, earthy aroma with full body and a spicy, smoky flavor. Roaster's Notes: Earthy, complex, slightly smoky, hints of soft fruit and banana bread.

Costa Rica Campeón Del Valle

To create the Alterra-exclusive Campeón del Valle (Champion of the Valley), we dug deep into the Dota Valley in Costa Rica and selected a handful of highest quality lots from the 700+ producer members of Coopedota and blended them together. These coffees exhibit pinpoint acidity, supportive body and a subtle fruitiness that is a result of harvesting very ripe coffee cherries.

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Decaf Fundraiser Coffees

Decaf Colombia

Developed for the late night "pie and coffee" lover, Decaf Colombia is a welcome companion to any pastry you care to stick a fork into. Our new roast emphasizes its complexity and acidity.

Decaf Dream Harder

As fellow sleepers, we recognize coffee can keep a person up nights. We admit it. Time spent tossing and turning should be time spent dreaming. To this end, we created Dream Harder Decaf. Slightly dark roasted Decaf Colombia Supremo blended with a lighter roasted Decaf Sumatra makes it possible to both enjoy coffee and get the most of your restful hours.

Alterra Cocoa and Tea

Hot Cocoa- \$3.75/ 12oz Tin

We use pure Ghanaian cocoa beans (considered to be the best in the world) to produce a hot cocoa mix with a rich aroma and a magical flavor. It's great on its own or in your favorite drink. This is the same cocoa mix that our café customers have been enjoying in mochas and more for years!

Teas

Chamomile Lavender- \$3.50/tin

Fruity Egyptian chamomile is blended with the delicate flavor of lavender to produce a caffeine-free cup that is sweet, golden, and lightly floral. Chamomile has long been known for its calming qualities and aids in digestion. Try it sweetened or enjoy its simplicity unfettered.

Irish Breakfast- \$5.50/Tin

Composed of strong, full-bodied teas from China & India, our Irish Breakfast is just like a tea you might sip while visiting the Emerald Isle. Milk and sugar are pleasing additions to the robust, malty flavor of this blend.

Minty Green- \$5.00/Tin

Refreshing and fragrant peppermint leaves are the perfect complement to the honey-wheat flavor of artfully toasted green tea. This is our take on a Moroccan classic that's great for everyday sipping.

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Helpful Hints For Making The Most Of Your Fundraiser

The Basics

- Pricing: we recommend that you price the coffees from \$10-\$14 per pound to maximize your profit while keeping the prices realistic for your customers.
- Get organized! Set clear goals (such as 10 pounds of coffee per person), define what you are setting out to accomplish, assign tasks to specific volunteers, and be sure to follow proper ordering instructions. All of this will ensure that your fundraiser runs smoothly during preparation, fundraising, and distribution periods.
- Give everyone involved plenty of advance notice that a fundraiser is in the works. Be sure to keep parents well informed through letters, e-mails, phone calls and conversation.
- Set a realistic timeline: the most successful fundraisers seem to be those that are run over a limited time period, such as two weeks. Following your fundraising efforts, allow Alterra's office and warehouse staff a minimum of one week to fill your order, with a bit more time during our busy holiday season. Lastly, give your customers a good idea of when they should expect to receive their orders, keeping in mind that coffee should be delivered within one week to maintain freshness.
- Fundraisers scheduled during the holiday gift-giving season can be extremely successful. Your customers may already be searching for that perfect gift for their favorite coffee lover - something to keep in mind when scheduling your campaign.
- Advertise your fundraising campaign: if people don't know about your efforts, they won't be able to support them! Approximately two weeks before your fundraiser begins, post announcements on local community boards and web sites. Contact your supporters through e-mail, newsletters, and mailings.

Motivate your volunteers

- Your volunteers will be most successful if they fully understand the logistics and details surrounding your fundraiser. Clearly explain how to take orders, collect money and deliver items.
- Provide incentives such as prizes, activities or small rewards to keep people motivated. Get creative - incentives don't necessarily have to cost you money.
- Be appreciative and encouraging every step of the way by thanking your volunteers for their efforts and motivating them to do even more.
- Create friendly competition among your volunteers by providing a running tally of everyone's accomplishments.
- Remind parents that successful fundraising keeps their costs down, and allows your organization to continue to provide fun and enriching experiences.

Don't forget: after the fundraiser is over, there is still work to be done! Organize a team of parents, co-workers, and volunteers to sort orders and help distribute. Some groups have chosen to turn this activity into a fun, morning event over coffee (of course!), pastries, and fruit. This gathering not only gets the job done, but also provides an opportunity for folks to get to know one another.

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Customizing Your Fundraiser

While most customers prefer the brand-recognition value of our standard packaging, some prefer that the coffees be labeled with their own artwork or logo. You can customize your fundraiser in two ways.

1. Create and print your own label for both the coffee packaging and cocoa packaging. We will apply the labels for you at the time of production.

Dimensions for Coffee Bag: No Larger than 7.5" long by 5.5" Wide.

Dimensions for Cocoa Tin: 2 3/4" tall by 13" long

2. Create your own coffee name for printing on an Alterra label. Select a coffee from the offerings list and decide on a different name. (For example Breakfast Blend can be labeled Morning Commute Blend.)

If you are interested in either of these options or have another idea, please to speak to a sales support representative. We are happy to help you make your fundraiser unique!

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