

## **Gourmet Coffee Fundraiser letter to parents**

Below is a sample of a parent's letter that should be sent out prior to your fund-raising campaign. ***This is very important*** to ensure you the greatest possible success. Parents can volunteer to help with the fundraiser, help motivate their teens, and with informed parents you can guarantee yourself a more profitable fundraiser.

Use this letter as a guide, or draft one of your own but, do not skip this step. You ***will*** have a better Fund-Raising Campaign if you get the parents involved.

In the following letter you will substitute information in parentheses ( ) for your own information, date, and times. Also you will see information not in parentheses but underlined, this information may be substituted with the information that directly follows in the brackets [ ].

Parent letters should be sent home with each member when the sale starts, regardless of whether the parents attended the Rally or not. Every letter should include:

### **Letter should cover how parents can help**

#### **Step 1**

Get the parents to go over the enclosed sales tools with their child or teen. Parent can;

- Help their child fill out the prospect list (people to ask first).
- Help him/her practice the sales script.
- Go over the Safety Tips with your child.
- Review the prizes and help them set their own goal to help motivate them.

#### **Step 2**

Help them sell coffee to everyone you know.

- Help your child get in contact with friends, family, neighbors, church members etc.
- Take some coffee to work, the hairdressers, golf course, anywhere you frequent.
- Help with sale locations that have been secured in front of stores.

#### **Step 3**

Parent make sure all money is turned in on time. Turn in all money no later than .( The set Date )

Remember your goals.

# Sample Letter

Date:

Dear Parents,

As you know, each year we are in need of additional funds to provide the best possible experience for your children. This year we are raising money for

.....  
 We have found a fundraiser that should provide us with all the money we will need for the rest of the year. Imagine that only one fundraiser this year. or, say ["to pay for the entire trip to ....."] In order for this to happen we need everyone's support and help.

On (day) (date) at (time) at (place) we will hold a Kick-Off Rally. During the rally we will go over all the details concerning this Fundraiser. We need you and your child to be present, so everyone will see how we are going to do it, the prizes available, and pick up the materials needed.

<b>How easy is it to Reach Our Goal?</b>	
This year we are raising money for: A trip, new equipment or ? :	Our Goal Amount: \$ ( 12,000) Your goal amount goes here
Number of members in our group:	100 Members
Our profit from each bag of coffee sold is \$5.00: $\$12,000 \div \$5.00 = 2,400$ pounds $\div 100$ members =	24 pounds per member
The National avg. is 4 pounds sold per hour worked:	4 pounds per hour
Our Campaign will last for 3 weeks.	3 week sale
$24 \text{ pounds} \div 4 \text{ pounds/hr.} = 9.5$ hours. $\div 3 \text{ wks.} =$	2 hours per week

Thanks again for your support. If you have any questions or would like to volunteer to help please feel free to call me anytime

Sincerely,

Fund-Raiser Coordinator

Contact Phone #