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Lucky Goat



Fundraising
Program





Thank you for your interest in Lucky Goat Coffee's Fundraising Program!

At Lucky Goat, one of our core values is **community involvement and outreach**. Since the start of our fundraising program, we've helped in raising more than half a million dollars! It's such a joy to have hundreds of students and individuals reach their goals - and we hope to help you reach yours too!

This booklet contains helpful tools you will need to ensure your fundraiser is a success. We will offer tips, product descriptions, prices, and are happy to answer any questions along the way.

1. First Steps

Fundraisers should be simple and easy. Your organization will sell a **10 oz. ground** bag of Lucky Goat Coffee for \$12 a bag. For each bag sold, you will earn \$4.50. Contact fundraising@luckygoatcoffee.com to get your fundraiser on the calendar!

2. Timeline

We utilize a two-week selling period to allow the fundraiser to gain enough momentum to maximize selling. When we receive your preferred fundraising dates, we will review our calendar and set dates together.

3. Coffee Options

Each fundraiser will offer 7 Lucky Goat fan-favorite coffees. See next page for details on each coffee selection.

4. Start Fundraiser

Distribute copies of the order form to all individuals who

will be participating. Make sure individuals are collecting money as customers place their orders. *Note: All checks should be made out to your school or organization.*

5. Submit Final Order

Once the fundraiser is complete, the contact person for the fundraiser will submit via email **one order form with the total order** for your organization. We will create an invoice and send it to our production department. Once the order is received and invoiced, we produce the coffee within 10 business days.

Note: Fundraisers held within November and December may experience a longer production timeline.

6. Payment & Pick Up

Schedule a date and time to pick up your coffee. The pick up location is at our Capital Circle Cafe/Production Facility located at 668 Capital Circle NE, Tallahassee, FL. On the scheduled date, pick up your coffee and submit payment (cash or check). We do not require payment prior to your coffee pick up date. If you would like to pay by card, please contact our fundraising team.

Too far for pickup? We're happy to discuss shipping options.

SIGNATURE BLENDS

**Billy Goat
BREAKFAST BLEND**

Light Body. Smooth.
Low Acidity.

**Mountain Goat
HOUSE BLEND**

Round Body. Slight
Acidity. Slight Sweetness.

**Decaf
WATER PROCESS**

Smooth Body. Low
Acidity. Full Flavor.

SINGLE ORIGIN

**Midnight Express
COLOMBIA SUPREMO**

Roasted Cocoa. Smoky.
Heavy Body. Dark Roast.

FLAVORED

Goat Tracks

Smooth Chocolate.
Caramel.

Seasonal Flavors**FEBRUARY - APRIL****Crème Brûlée**

French Vanilla. Caramel.

MAY - JULY**Hawaiian Hazelnut**

Hazelnut. Coconut.

AUGUST - OCTOBER**Pumpkin Spice**

Pumpkin. Caramel.

NOVEMBER - JANUARY**Snowflake Crunch**

Vanilla. Hazelnut. Cinnamon.

Southern Pecan

Pecan. Nutty.
Sweet.

If you want your bags to say a little more about you, add some customization! We offer labels with your organization's logo so you can make sure people remember who sold them that delicious bag of coffee.

If you would like to add a custom label to your fundraising order, make sure to include your organization's logo via email. Our designer will create a label for your approval. Once approved, your label will proudly be displayed on every bag of coffee! *Note: Coffee production cannot begin until your label is approved.*

The cost for customization is \$20, and this fee is added to your order total. This cost is applied to all custom labels.



Steps For A Successful Pick-Up

Once the date and time have been scheduled with the fundraising coordinator, visit our Capital Circle Cafe/Production Facility (**668 Capital Circle NE**) for pickup. Head inside the cafe and notify the team that you are here to pick up a fundraising order, and they will guide you to your order.

PAYMENT INSTRUCTIONS:

If payment is by check/cash, a production associate will take the payment. If paying by card, our fundraising coordinator will set up the required invoicing information.

If you are wanting to pay by credit card, there will be a surcharge of 2.25% applied to the invoice.

Lucky Goat Coffee Co



Capital Cir NE



Trademark Limited Authorization Acknowledgment

Dear Fundraising Partner,

We are excited that you have selected Lucky Goat Coffee to assist with your fundraising effort! At Lucky Goat, one of our core values is community involvement and outreach. Through fundraising, we've helped hundreds of students and individuals reach their goals --- and we hope to help you reach yours too!

Enclosed is a packet of materials to assist you with your fundraising efforts. In connection with this fundraiser, your organization is authorized to use the Lucky Goat trademarks in a limited manner. You may use the Lucky Goat word mark so long as (1) the use is descriptive and referring to the fundraiser itself or sales products through this fundraiser, (2) the use reflects favorably on Lucky Goat, and (3) you comply with the Lucky Goat trademark guidelines posted at <https://luckygoatcoffee.com/pages/trademark-policy>. You also have the limited right to use the logo in connection with the fundraising materials that are provided or approved by Lucky Goat. However, you may not reproduce the Lucky Goat logos apart from these materials. If you have any questions about use of the Lucky Goat trademarks, please feel free to contact us and we can assist with any questions or concerns.