



Piper & Leaf

TEA COMPANY

FUNDRAISER GUIDE





OUR STORY

Piper & Leaf started in 2013 at a Huntsville, Alabama Farmers Market. All our teas are blended with as many local ingredients as possible, straight from the farm, forest, and briar patch.

We started as a small family project to connect with one another and help create passion for our community. Our initial focus was actually organic compost, with tea on the side (yup, it's just as weird as it sounds!). Each week we kept bringing more and more tea and each week we continually sold out! People seemed to not be as interested in our compost offerings after that and so we slowly faded it out of our offerings.

About a year later, in 2014, we opened our first brick & mortar shop at Lowe Mill, the nations largest private arts community. Now, that location is one of four shops we have in the Madison & Morgan county area. This growth couldn't happen without the amazing support of local farmers who partner with us in filling our blends with the freshest of fruits, vegetables, and herbs the Southeast has to offer!

One of our core beliefs is that everyone deserves a chance at family. When customers shop with us, they are helping us to support adoption and fostercare initiatives in our community. And when you fundraise with us, it's no different; so thank you for partnering with us in supporting family!

Our unique and delicious blends are something we are proud to serve to our community. We hope to share the opportunity of partnering with you in serving the joy of tea to your friends, family, and neighbors.

Let's get started!

-Caleb, Brigitte, Mary-Claire, & Connor

FUNDRAISING WITH PIPER & LEAF

THEY SHOP ONLINE. YOUR GROUP MAKES THESE COMMISSIONS:

Teas: 40% | Hard Goods: 25%

SHOP ONLINE

Make fundraising easy with shopping our website. Perfect for family & friends looking to support but live out of town, or for shipping a gift to loved one. We'll have a special link for your customers to use in order for them to support and we'll send you the payout at the end of your fundraising term.

HOW TO APPLY

Send us a brief description of your vision for the perfect fundraiser with Piper & Leaf. After reviewing and approving your request, we will create a special link and code for your organization to promote.

You will need to follow the email instructions we send you to create an account and activate the promotion.

Encourage all your friends and family to shop at **piperandleaf.com**, using your special code at checkout to ensure your organization receives 25-40% of the total purchase price!

WE'LL PROVIDE

- Personalized link and checkout code
- Customers will have their items shipped directly to their address, no local pickup

YOU'LL PROVIDE

- Share the link or code with friends, family, neighbors, and other members of your community

FUNDRAISING WITH PIPER & LEAF

DOOR- TO- DOOR CAMPAIGN

Embark on a whole new door-to-door fundraising experience with Piper & Leaf Tea Co.! We understand the challenge of selling products that people aren't too excited about. Unlike the uninspiring offerings of traditional campaigns, we offer a variety of premium teas and products that your supporters are sure to love.

We provide you with resources to make your fundraising a breeze! Highlight specific products with a tailored Customer Catalog full of our delightful teas. And for added convenience, utilize QR codes to attribute sales directly to your campaign, making fundraising simpler and more effective.

Elevate your fundraising with Piper & Leaf Tea Co. and create a memorable and successful campaign!

WHAT WE PROVIDE

- Customer Catalogs for perspective supporters to browse
- An Order Form to record customer's orders
- An Order Input Form for you to send to us with product counts
- Personalized online link for customers looking to have their order shipped

YOU'LL PROVIDE

- Clipboard and pens
- Method of receiving payment (cash, check, Square, PayPal, Venmo, ect.)
- Coordination of product pickup from the Farm (997 Hwy 231 Lacey's Spring, AL 35754) and distribution of orders to customers



FUNDRAISING WITH PIPER & LEAF



HOST AN EVENT

Nothing quite sets the tone for a fundraising season like a party or rallying event. Kickoff or conclude your fundraising season with a bang by hosting a ticketed event at the Piper & Leaf Headquarters (A.K.A. the Farm)!

Examples of activities could include: Food/ snacks, dunk tank, face paint, carnival games, outdoor activities (archery, tomahawks), cake walk, rock wall, inflatables, raffles or silent auction, crafts or make & take stations, and t-shirt printing.

THE FARM

997 Hwy 231 Lacey's Spring, Alabama 35754

WHAT WE PROVIDE

- Amazing grounds & pole barn (40'x60'), perfect for activities and gathering.
- Ample parking space
- Advertising & Event page on Piper & Leaf social media
- Reproducible Event poster & flyer for you to share in the community
- Access to our shop for drink refreshments
- Optional- Custom screen printing t-shirt activity for additional sales

YOU'LL PROVIDE

- All the fun! Whatever activities, equipment, and supplies needed for your event
- Food options (no beverages or refreshments please!)
- The manpower to run your event
- The advertising, marketing, sharing, and distribution of all marketing materials (outside of our social media)
- Your own way of collecting money- cash, credit card processing (i.e. Venmo, Square, PayPal)

FUNDRAISING PRIZES

(For Door-to-Door Campaigns Only)

Be inspired to reach higher goals and maximize your fundraising potential with these TEA-riffic prizes!

\$50 \$5 Digital P&L Gift Card

\$100 \$5 Digital P&L Gift Card & 2 P&L Stickers

\$200 P&L T-shirt OR P&L Hat

\$300 P&L Nalgene & Splash Guard

\$400 Piper Press & 1 Essential Bag of Tea

\$500 Tea Tasting Flight & P&L Pottery Mug (while supplies last)

\$600 Super Sippy Travel Mug & 1 Muslin Bag of Tea Bags

\$700 Piper Press Brew Kit with 2 tea blends of choice

\$800 All 3 Variety Boxes (The Tea Tasting Flight, Bestseller Blends, & Wellness Blends)

\$900 Case of 50ct Individually Wrapped Tea Bags & a Super Sippy Travel Mug

\$1,000 Boba Brew Kit OR 1 Pound Bag of Loose Leaf Tea

All prizes are to be redeemed at the end of the fundraising period.



To learn more about us and our fundraising program,
please reach out to us at info@piperandleaf.com
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