



**HELLO AND THANK YOU  
FOR THINKING OF US  
FOR YOUR FUNDRAISER!**

*Choosing **Zab coffee** not only means choosing a local roaster,  
but it's also giving a helping hand to farmers who really need it.*

*The efforts to obtain such high-quality beans are significant, and we are proud  
to support these farms and build lasting relationships with them.*

## ***What's in it for you?***

**10\$ in your pockets  
with each sale !**

Cost per bag for you :  
**10\$**

Selling price to customers :  
**20\$**

Delivery :  
**free**

(to your organization's address)

# HOW IT WORKS

## STEP 1 - PREPARATION

**1.** To simplify communications and minimize errors, **designate a contact person** who will be the liaison between you and Zab coffee. This person will also be responsible for keeping track of the number of bags to order.

**2.** Download the resource sheets in the “fundraising” section on [zabcafe.com](http://zabcafe.com).

**a. The sales sheet:** a cheat-sheet for the sales pitch of the sellers.

**b. The collection sheet:** tables used by sellers to record orders from their customers.

**c. The order sheet:** the summary sheet to send to Zab coffee at the end of the collection.

**3.** Since your sellers are usually not coffee pros, we recommend practicing the sales pitch with them. The better prepared the sellers are, the longer the interactions with customers will be, and **the more sales you’ll achieve!**

**4.** If you’re making custom bags, send us your logo or create your own labels using the templates available in the “fundraising” section of our site. You can even involve your sellers in a drawing or graphic design contest for your bags’ logo!

**5.** We recommend making a pre-order with one bag of each type (Bon Matin and Joyeux Roger) for your sellers. There’s nothing better than showing or even letting them smell the real product to make a sale! We’ll add these bags to your invoice, so you’ll need to count them as received bags for your sales.

The other option is to use the sales sheet to show the product to customers without giving them the experience of the delightful coffee aromas.

## STEP 2 - FUNDRAISING

Door-to-door, events, competitions... **it’s up to you!**

## STEP 3 - ORDERING

**1.** Collect sheets from all sellers and compile the results. Fill out the order sheet available in the “fundraising” section on [zabcafe.com](http://zabcafe.com).

**2.** Production lead times are approximately one week. We will then send you a tracking number for delivery if your order is outside of Montreal.

## STEP 4 - DELIVERY TO CUSTOMERS

**1.** Ensure that your order is complete after delivery. **You should then split the order according to your sellers’ sales** to prepare the distribution to their customers.

Contact us by email if you encounter any issues with your order: [shop@zabcafe.com](mailto:shop@zabcafe.com).

**2. Your sellers can now go deliver the coffee bags to their customers!**

**There you go! Thank you for doing business with us. Zab coffee is proud to be participating in your fundraising activities.**

THE ZAB COFFEE TEAM