



**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.

a. The order sheet: the summary sheet of your coffee bag needs to send to Zab coffee for your fundraiser.

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

b. The collection sheet: optional tables to record your orders, if needed.

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!

STEP 3 - ORDERING

1. Fill out the order sheet available in the “fundraising” section on 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.

3. Ensure that your order is complete after delivery.

Contact us by email if you encounter any issues with your order: shop@zabcafe.com.

STEP 2 - FUNDRAISING

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

**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