

Steel Lake Little League Coffee, K-Cup & Hot Cocoa Fundraiser Fact Sheet



Watch our online parent fundraising overview video at:

www.JavaFundraising.com/Steel19

STEEL LAKE has teamed with JavaFundraising to sell coffee, hot chocolate and stainless steel mug gift sets to help us raise money for **STEEL LAKE!** We are asking each player to sell a minimum of 3 units each.

- **The fundraiser runs from now thru May 11th.** Details for form and money turn in will be provided.
- **The Fundraiser is simple.** We provide you with a fundraising packet, individually personalized for your player that include a flyer, order form, online discount code postcards and money collection packet...all personalized for your player.
- **For this fundraiser, there is absolutely zero upfront cost to you.** You take orders upfront, collect the money and turn it in. We then deliver your orders to your classroom, and you deliver them to your supporters! We even have an online store to help you sell to people who want to use a credit card or others in the area you may not have time to visit. Just remember...you will still need to deliver any orders your supporters make online.
- **When ordering online, users will need to input your custom discount code in the shopping cart.** This will track the order directly back to your player. Instructions are on your postcards as well as on the very front page of the STEEL LAKE Online Coffee Fundraising Store. Many families will also email the information or post on social media to reach their supporters quickly and effectively. While this is a very good way to help hit your unit goals, please do remember that you will need to deliver all your online products. Products are not shipped.
- **About our coffee and cocoa:** Our coffee is 100% Dillanos Coffee Roasters and is custom packaged for us using our custom STEEL LAKE logo and colors on all the packaging labels. Dillanos is an internationally known, award winning specialty coffee roaster, right here locally from Sumner WA. Our hot cocoa is also custom packaged for you and features Hershey's chocolate!
- **We are selling coffee, cocoa and stainless steel tumbler gift sets with STEEL LAKE custom packaging.** People can select from Medium or Dark blends, and can get their coffee in 1lb Whole Bean or Ground (drip) bags or in 16-count K-Cups. Hot Cocoa featuring Hershey's Chocolate comes in a 2lb bag that makes 30 8oz servings! Of note, most specialty coffee is sold in ¾ lb bags. Your supporters will love the oversized 1lb bags! In addition, people can choose a STEEL LAKE Logo Tumbler Gift set with their choice of Coffee, K-Cups or Hot Cocoa that comes in a STEEL LAKE branded kraft box gift set!

- **Our goal is simply for each player to sell a minimum of 3 units to meet our fundraising goal.**
Each 1lb bag of coffee or 2lb hot cocoa sells for \$20 and = 1 unit
Each 16 count K-Cup order sells for \$20 and = 1 unit
Each tumbler gift set (Coffee, K-Cup or Cocoa) sells for \$40 and = 2 units towards your goal.
- **While the league fundraising minimum is 3 units, we have also created incentives for players and teams that want to help us raise additional funds to grow our program! As such, any player that sells 10 or more units receives a \$20 Dick's gift card. And the team with the highest average sales per player will get \$75 to fund a team pizza party!**
- **Orders close on May 11th.** Your fundraising committee will send you messages about how and when to turn in your order form and money collection envelope. Your order will come in approximately 2 weeks after your group order is placed. Your coffee is custom roasted for you and will have been roasted the same week it is delivered. Your order will come in its own box, labeled for you. You will find a copy of your order form as well as individual order sheets for every person who ordered online using your code. Your fundraising committee will communicate with you about when your orders will be delivered and how to pick them up.

**Thanks again for your participation in STEEL LAKE's
Coffee, K-Cup and Hot Cocoa Fundraiser!**