

The Fair Trade Coffee Crusade

A Fund-Raising partnership between your Church Group and
the Fair Trade Coffee Company

Method: The sale of one-pound quantities of Fair Trade Certified Coffee to church members & friends, retaining \$3.00 per pound sold.

Fair Trade Coffee Co.'s Responsibilities...

Fair Trade Coffee will...

- provide your Church Group with a master copy of the **Coffee Crusade Brochure**
- provide your Church Group with a master copy of **available promotional materials**
- provide your Church Group with a master copy of the **Coffee Crusade Order Form & Re-Order Form**
- receive coffee orders (as outlined below)
- develop and maintain customer records
- bill the customers upon order & re-order
- prepare and package the coffees ordered
- ship the coffees to the Church for Sunday Service pick-up on the 2nd Sunday after ordered (two weeks later).

Fair Trade Coffee Company will include with each shipment...

- a receipt for each individual order (for the Church Group's records).
- a Statement explaining account activity and charges (for the Church Group's records).
- a check (payable to the Church Group) equaling \$3.00 per pound sold.

Church Group responsibilities...

- I. Print copies of the **Coffee Crusade Posters, the Brochure, the Order Form and the Re-Order Form.**
- II. Reach out to church members via...
 - direct mailing to the members about the Crusade
 - an insert in Church Bulletin about the Crusade
 - weekly reminder ads in the Church Bulletin about the Crusade
 - personal appearances, talking up the Coffee Crusade at Coffee Hour every Sunday
 - a program on the plight of the coffee growers and the need for Fair Trade Certification
 - phone calls (optional)
- III. Have at least one Church Group member present at Coffee Hour every Sunday to...
 - distribute the **Coffee Crusade Brochure**
 - distribute previously ordered coffee
 - take orders from Church members on the **Coffee Crusade Order Form & Re-Order Form**
 - fax the **Order Forms** on to **Fair Trade Coffee** by 11 PM the next day.

Coffee Ordering Procedure...

Coffee orders will be taken by Church Group members at Coffee Hour after Sunday Services.
Order information will be written legibly on the official **Coffee Crusade Order Form & Re-Order Form**.
The **Order Forms and Re-order Forms** will be faxed to **Fair Trade Coffee** by 11 PM the next day.

Individual orders will be accepted for inclusion in the shipment if faxed or phoned directly into **Fair Trade Coffee Co.** by end of business day the following Wednesday (three days after the order date). The shipment will be sent USPS or UPS no later than Tuesday (eight days after the order date) for Sunday Service pick-up two weeks from the order date.