

# Instructions

The coffee sale will help you pay for the cost of your trip to Italy in April. For each pound of coffee you sell, you will earn \$5.50 toward the cost of your trip. This envelope contains all the materials you need to sell.

**When:** Sales start Thursday, September 6; all forms and money are due no later than Thursday, September, 27th -- that gives you 3 weeks to sell (including 3 weekends).

**What:** ALL COFFEES ARE \$11 PER POUND AND ALL ORDERS MUST BE PAID IN ADVANCE BY CASH OR BY CHECK TO LHS CHORAL GUILD. Choral students can sell to family members, neighbors, fellow students, teachers -- to anyone who loves coffee.

## **How:**

1. **Master Order Form(s):** As you take orders, you will record them on a MASTER ORDER FORM.
2. **Coffee Order Form(s):** If you want to drop off information at a neighbor's home, you may use a COFFEE ORDER FORM (*remember to fill in your name and phone number on the form before using it*). If you receive orders on this form, please transfer them to a MASTER ORDER FORM.
3. **Extra Form(s):** You have three copies each of the Master and Coffee Order Forms; extra copies are available in the Choir Room. You can also make your own copies or download the forms from the FORMS page on our website [www.langleychorus.com](http://www.langleychorus.com).

**End of the Sale – Grand Totals Form:** Remember to transfer any orders you receive on Coffee Order Forms to your MASTER ORDER FORM(S). Then add together the subtotals from each of your MASTER ORDER FORMS and enter the figures on the GRAND TOTALS FORM. Please double check these figures for accuracy. You must turn in your brown sales envelope with your GRAND AND MASTER order forms stapled together and ALL money NO LATER THAN the end of school on THURSDAY, SEPTEMBER 27<sup>th</sup>.

**Delivery:** When the coffee orders arrive, your MASTER ORDER FORM(S) will be returned to you, so that you can deliver your orders to your customers. All coffees will arrive by the end of October. Details about pick-up will be distributed at that time.

## ♪♪SALES IDEAS♪♪

♪♪ Coffee makes a wonderful “just cuz” gift for a friend or family member. At \$11 a bag, the price is great, cheaper than Starbucks, and for micro brewed, fresh roasted, it's a super bargain.

♪♪ **THINK QUANTITY:** Try to sell more than one pound per customer. Ask potential customers how many pounds of coffee they drink in one month and suggest they buy a month's worth to support your efforts. Most coffee-drinking families go through 2 to 5 pounds of coffee a month! **SELL QUANTITY and QUALITY!**

♪♪ If people say, “We aren't coffee drinkers,” ask if they would like to make a small donation anyway.

♪♪ **EMAIL CAMPAIGN:** Send out an email about the sale to friends, family, and neighbors. An email example is included in this sales envelope. (Remember, all orders must be PRE-PAID.)

♪♪ Ask your parents to take a few individual Coffee Order Forms to the office in case any coffee lovers there may wish to buy some, or perhaps the office itself might like to try our brew in the office coffee maker.