Little beans.
Big group goals.

The Coffee Fundraiser Playbook

A practical two-week selling plan for busy coaches, teachers and parent volunteers. Start with one goal, give every seller a clear next step, and make it easy for supporters to say yes.

Your group. Your label. Your fundraiser.
Supporters order your group's coffee online. Once your campaign reaches its minimum, the coffee arrives in one shipment for your group to sort and deliver.

Before the two-week clock starts

1. **Choose one specific purpose.** “Help our team travel to the tournament” is easier to explain than “Support our fundraiser.”
2. **Set your goal, minimum and closing date.** Your earnings goal and minimum bag requirement are different. Use the minimum shown in your campaign setup.
3. **Finish the launch checklist.** Add your campaign story, label, sellers, bank details and one receiving address. Review and accept the batch shipping quote.
4. **Choose a delivery lead.** This adult receives the shipment, checks the bags and arranges seller pickup. Confirm the expected schedule before promising a delivery date.

Two weeks is a suggested selling window, not a promise that coffee will arrive within two weeks. Production, shipment and local delivery follow the campaign's terms.

Your two-week selling plan.

Keep each day's request small and specific. Adjust the dates to your group's actual campaign closing date.

Day 1	**Launch together.** Send the parent email on page 4. Give each seller their own named QR card and confirm that every family can open it.
Day 2	**Start with familiar faces.** Ask each seller to share their link with a few relatives or family friends. Adults help younger sellers.
Day 3	**Tell the story.** Share a short explanation of what the money will make possible. Use group photos only with permission.
Day 4	**Practise the ask.** Read the friendly doorstep script together. Make sure everyone knows the deadline and who handles delivery.
Day 5	**Make a personal invitation.** Families can ask willing neighbours or colleagues. Get permission before sharing in workplaces or community groups.
Day 6	**Answer questions.** Check for families with the wrong QR card, uncertain delivery plans or checkout questions.
Day 7	**Check the halfway point.** Share real bag sales and progress toward the minimum. Celebrate participation without comparing or embarrassing children.
Day 8	**Follow up once.** Send a polite reminder to people who expressed interest. Make it easy to decline.
Day 9	**Reach a new circle.** Each family chooses one appropriate place to share. Use their seller's link so orders get credited correctly.
Day 10	**Make the goal tangible.** Explain what the current progress helps fund. Use actual numbers from your dashboard.
Day 11	**Help the stuck sellers.** Offer a fresh card or a simple message to copy. A clear next step beats “sell more.”
Day 12	**Give a truthful deadline reminder.** Share the campaign closing date and current minimum progress. Don't invent scarcity.
Day 13	**Send the final friendly nudge.** Thank supporters, include the seller link and explain when ordering closes.
Day 14	**Close and communicate.** Check the campaign's final result. Tell families what happens next: production and delivery if qualified, or refunds if the minimum is missed.

The right QR card. For the right seller.

The organizer has the account. Children do not need an account, password or bank details.

Organizer

Sign in → **My fundraisers** → choose your campaign → **QR cards**. Add your sellers and check the names. Once the campaign is live, print the cards or share each seller's own card link with their parent.

Parent or seller

Open the link the organizer sends. Check the seller name before sharing or printing. Scan the QR code with a phone and confirm that it opens the correct campaign with the correct seller selected.

Do one quick check before handing out cards:
“Does the name on this card match the person delivering these orders?” If not, ask the organizer for the right card. Don't reuse another child's QR code.

A friendly doorstep script

> “Hi! We're raising money for [group's specific goal]. We're selling coffee with our group's own label. If you'd like to help, you can scan this card, choose your coffee and order online. Orders close on [date]. Our group will deliver locally after the campaign qualifies and the coffee arrives. No pressure—and thank you!”

Keep it comfortable

- Younger sellers go with a parent or responsible adult. Respect no-soliciting signs and local rules.
- Never enter a stranger's home. Leave immediately if anyone feels uncomfortable.
- Let customers pay through the campaign checkout. Sellers do not collect card details or banking information.
- Use first name plus last initial or a team number where practical. Keep children's private contact details off public pages.

If someone has a question you can't answer: “Let me check with our organizer.” A correct answer later is better than guessing.

Copy. Personalize. Send.

Replace every [bracket] before sending. Use each family's seller-specific link, and only contact people who would reasonably expect to hear from you.

The parent launch email

> **Subject: Let's help [group] reach [goal]**
>
> Hi everyone,
>
> We're running a coffee fundraiser to help [specific purpose]. Supporters can buy coffee with our group's own label, and each qualifying sale contributes to our fundraiser.
>
> Your seller is [name]. Their personal QR card/link is [seller link]. Please check the name, then share it with friends or family who might enjoy supporting us.
>
> Orders close on [date]. Our campaign needs at least [minimum] bags to go ahead. If it misses the minimum, affected orders are refunded automatically. When it qualifies, the coffee ships together to [organizer/group], and our sellers make local deliveries. We'll confirm pickup and delivery details when available.
>
> We cover the agreed batch shipping quote from campaign earnings. Our suggested seller target is [bags], with no pressure to buy unsold stock.
>
> Thank you!
> [Organizer name and contact]

A short text to supporters

> Hi [name]! [Group] is selling our own labelled coffee to help fund [purpose]. If you'd like to support us, here's my order link: [seller link]. Ordering closes [date]. The group will deliver locally after the campaign qualifies and the coffee arrives. Thanks for taking a look!

One friendly reminder

> Quick reminder: our [group] coffee fundraiser closes on [date]. If you were planning to order, here's the link: [seller link]. We're at [actual bags] toward our [minimum] bag minimum. Thanks to everyone who's helped!

The shared shipping cost comes from the group's earnings. Use your actual campaign terms for prices, minimums and delivery information; don't replace them with estimates.

Make your goal doable.

Fill this in using your campaign's confirmed numbers. The minimum decides whether the batch goes ahead. Your fundraising goal describes what you hope to earn.

What we're funding	_____
Net fundraising goal (CAD)	$ _____
Accepted batch shipping quote	$ _____
Confirmed group share per bag	$ _____
Campaign minimum	_____ bags
Number of participating sellers	_____

Planning estimate
Bags for your goal = (net goal + batch shipping quote) ÷ group share per bag, rounded up.
Use at least the campaign minimum. Divide by participating sellers, then round up again for a suggested individual target.

This is a planning estimate before refunds, disputes or other applicable adjustments. For actual earnings and payout timing, use the campaign dashboard.

Five ways to make progress easier

1. **Make the purpose concrete.** Name the trip, equipment or project.
2. **Share the correct seller link.** Remove the “where do I order?” problem.
3. **Ask personally.** Explain why the goal matters to your group.
4. **Share honest progress.** Celebrate small wins and thank supporters.
5. **Make delivery organized.** One receiving adult, clear pickup times and orders sorted by seller.

After the campaign closes
If the minimum is missed, affected orders are automatically refunded; refunds take time to appear at the buyer's bank. If it qualifies, wait for dispatch details, check the bulk shipment against the order list, arrange seller pickup, and confirm completed supporter deliveries in your dashboard. Bank payouts follow delivery and the payout hold shown there.

Ready to make it yours? Start at beanswithbenefits.com. Need help? Email hello@beanswithbenefits.com.