

Fundraising Opportunity with Swatara Coffee Co.

Thanks for your interest in fundraising for your organization with Swatara Coffee Co.! We are excited to offer an opportunity for your organization to earn money easily!

Dough Day

Making bread (or bringing home the bacon) for your organization with SCC is as easy as... well, eating bread or bacon! We'll set aside an entire day (Monday through Friday, 6 AM to 8 PM) and your organization will receive 15% of all sales (pre-tax) made that day with your customized flyer. This includes bagged coffee and our merchandise as well. There is no minimum or maximum donation.

Not only is this a great opportunity for your organization to fundraise deliciously, it's also a wonderful chance to inform more people about your organization. During your Dough Day, we're happy to set aside a table for your organization's display. (We ask that if you're displaying more than pick-up literature, you have someone man the table to answer questions and keep an eye on your display.)

Please note: For your group to receive credit for the sale, a printed version of the flyer must be shown when ordering. Flyers may not be passed out in or around the coffee shop at any point during Dough Day. We're unable to accept discounts on fundraiser purchases so your organization receives the maximum donation possible. No collection jars or sale of other items are permitted in the shop during Dough Day.

Steps:

- 1) Contact us at fundraising@swataracoffee.com or 717-865-1800 with three preferred days during the work week (Monday through Friday).
- 2) We'll confirm the date for your organization's Dough Day if we're able to make one of your three preferred days work with our schedule. If not, we will ask you to give us a few more options to choose from.
- 3) Once we confirm your Dough Day, we'll send you a digital customized flyer and social media graphic.
- 4) Start promoting your event!
- 5) Optional: On the day of the event, set up your display and man the table so more people learn about the great things your organization is doing!
- 6) Once Dough Day is over, we'll send you a check for the dough your organization made.
- 7) Schedule your next Dough Day with us! (We ask that organizations limit themselves one every six months to keep the excitement high for your membership.)

We'll promote your Dough Day by...

- Including it on our website's calendar of events
- Posting it to our Google presence
- Posting about it the day-of on our social media.
- Including it on our calendar of events in the shop

Ideas for promoting your Dough Day...

- Create an event on Facebook (you can invite us to co-host it and we'll accept 😊) and have your organization's membership share and invite their friends. To create excitement, update the event regularly with reminders so that followers make sure to remember your Dough Day!
- Include the customized flyer in your organization's newsletter
- Hang flyers around town on community boards
- Send multiple flyers home with your organization to distribute to family and friends