

I n t e r n a t i o n a l

House of Coffee

Dear Fundraising Coordinator,

International House of Coffee, Inc. would like to welcome you to our fundraising program.

Your first thoughts are probably wondering why this fundraiser is going to be different.

Most fundraisers are of sub standard quality and offer a percentage of total sales, along with hidden costs. Most people will buy into the fundraiser out of loyalty to the organization. We feel your customers supporting your organization deserve a high quality product, that way they will continue to keep purchasing. This will also bring credibility to your project.

We are offering a very high quality product line, with something for everyone. Coffee, Tea and Candles are used by over 87 percent of the world's population. That gives you many potential customers. Just in the USA alone over, 200 million people drink coffee. How many times have you heard people say they cannot find a good cup of coffee anywhere? Well now they can.

We do not offer a percentage, we offer a flat fee on each product sold.

For each item sold a \$3.00 profit goes to the organization. Now, the best part of this is once your customer buys from your organization, that customer stays your customer for life. Therefore, when the customer reorders through our internet based site, you will continue to receive residual income.

We offer fundraising support as far as supplying you with attractive sales sheets, free delivery, fundraising techniques to make your fundraiser successful, customer support and most importantly, a high quality product offering for everyone!

How to get started? Fill out our Fundraising Agreement form electronically online, under your National Division section. We will assign a consultant to your organization that will set everything up for you. We also offer our **e-IHOC program** which you can do all year round, making the same high profits and no selling!!

If you would like more information, please feel free to give us a call anytime. Our highly trained representatives are always ready to assist.

Thank you for selecting International House of Coffee as your fundraising partner. Together we can meet or exceed your fundraising goals.

Respectfully,

The Marketing Team at International House of Coffee, Inc.

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