



Dear Non-Profit,

We're excited about your cause and want to get behind it 100%. We know we can raise funds and awareness for you through our JavaFit Gives Back program, which makes us very excited about partnering with you. By working together, I believe we will be able to directly and indirectly raise many thousands of dollars for you in the months and years to come.

The following pages offer an overview of the JavaFit Gives Back fundraising program and a more comprehensive look at what our activities will be. Here you will find our latest thinking on what we will be able to do for you, as well as what your team can do to support our efforts. The first thing you need to do right away is assign one reliable point-of-contact for me to work with and train in organizing coffee tasting events and assist in building the preferred customer base within your non-profit organization. This is the person we are going to count on to help plan and execute the details of the JavaFit Gives Back fundraising and promotions program.

Recap of the JavaFit Gives Back Program:

** GREAT tasting and HEALTHY gourmet coffee!

** Granted FREE enrollment into the program at a lifetime Executive Status (\$535 initial fee & \$100 per month fees are waived) and all qualification requirements will be waived.

** Benefit of an Average of 10% of ALL Preferred Customer sales in your line regardless of whether they bought from you or us.

** JavaFit gives an additional donation to your organization for every person participating in the preferred customer autoship program!

** No Inventory and no need to collect any money. JavaFit does all the work!

** To maximize the benefits of this program, our sponsoring team will train one to several representatives from the non-profit, organize coffee tasting events and assist in building the preferred customer base.

Additional advantages can be discussed upon request.

Our intention is to convey our genuine desire to assist all those who wish to participate in The JavaFit Gives Back program. Our goal in launching this exciting program is to encourage the true spirit of giving. **One of the mainstays of our Culture at JavaFit is exemplified in the following simple statement: If we utilize team work, everyone can benefit and reach their goals.**

My team and I are asking your organization to do all that it can to mobilize its members, volunteers, supporters and media contacts in order to promote the Java Fit Gives Back fundraising program. Your club will receive a tremendous mix of benefits all of which will help raise funds, raise awareness and add new donors and members. We have compiled the following list of activities that you can do to help us maximize your benefit.

You will notice that most of the ideas listed below do not require a financial expenditure on your part, only mobilization of your human resources. Please let me know as soon as possible who will be a point-of-contact for me to work with and train in organizing coffee tasting events and assisting in building the preferred customer base with you. We will count on this representative to help in planning and executing the details of the JavaFit Gives Back non-profit program fund raising and its activities.

If you feel your organization may not be able to complete any of the efforts below, please contact me and we'll continue our brainstorming and planning. Consider the suggestions below a draft, a "menu" of things a non-profit can do to help out, and remember that, as I've promised you, we will always do our best to create a flexible, collaborative, creative, and mutually-beneficial partnership. Also, my marketing team and I will work very closely with you in the upcoming weeks to support your organization and ensure your success in every way that we can.

Online Efforts

- Consider featuring JavaFit on your organization's internet homepage along with a short description of our product and a link to find out more about our partnership. My marketing team and I will provide the JavaFit image for you and also draft the product and partnership descriptions for your convenience. The JavaFit image and description should appear on your homepage as soon as possible.
- Promote JavaFit and this partnership in a special e-mail newsletter blast to all of your staff, donors, members, volunteers, supporters, board members, etc. If appropriate, a special email blast could also be sent to your partners, media contacts, etc. My marketing team and I will collaborate with you in preparing these emails and ensure alignment with other promotional messages. Suggestions: These email newsletters should be sent weekly/bi-weekly or so for three months following the launch of our partnership, then once a month. Each successive email could be different, providing updates and links to general news stories about our continuing efforts. As always, my team and I will work closely with you on this.

Print Efforts

- Print an article featuring the JavaFit Gives Back program in your print publications, including appropriate newsletters and magazines. Also, place a full-page ad in each of your publications telling readers how to purchase JavaFit or help in our efforts. Suggestions: The article should appear in the issue before or during our partnership launch day and the ad-component should appear in appropriate publications on a regular basis.
- Mailing of the JavaFit Preferred Customer Catalog along with your regular mailings to your donor and volunteer list of people who are supporting and have supported your organization. These will introduce the JavaFit Gives Back program and let them know how they can contribute.
- Send your top 100 individual donors and your top 100 corporate sponsors/contributors JavaFit product with a letter explaining this partnership. Encourage your donors and sponsors to spread the word about the JavaFit Gives Back program and to purchase a case of JavaFit coffee for their family members, co-workers, friends, etc. My marketing

team and I will help draft this letter for your convenience. This effort will help start a powerful grassroots, word-of-mouth marketing campaign.

Media Efforts

- Issue press releases about the JavaFit Gives Back to Non-Profit Program to your local and national media contacts. Suggestion: Minimum once a month. My marketing team and I will help craft these press releases, which will include updates about all of our promotional efforts and how they are benefiting your organization.

Event Coordination

- Mobilize your local members to attend events in their cities pre-arranged and hosted by us. Invite board members to attend and spread the word about your organization. (I'll encourage my members to speak with them and learn about your organization).
- Distribute JavaFit products, and a special advertisement of the Java Fit Gives Back program during all of your events: Local, national and major regional events.
- Include Java Fit gift baskets as auction items at local, national and major regional events.
- Invite me as a special guest or speaker at your national and major regional events when appropriate.

Once again, I would like to emphasize that these are just the ideas we have come up with so far. We look forward to sharing this incredible opportunity to help you and thank you in advance for your leadership.

Sincerely,

JavaFit Gives Back Team