



Dear Non-Profit Organization,

We're excited about your cause and want to get behind it 100%. We know we can raise awareness and funds for you through our Java Fit Gives Back program, which makes us very excited about partnering with you.

I wanted to provide you with a more comprehensive look at what my team, along with it, the Java Fit Gives Back fundraising program will be doing for your organization. This packet contains our latest thinking on what we will be able to do to raise funds and awareness for you through local events, as well as what you and your team could do in order to support those efforts. If we do everything right, I believe we will be able to directly and indirectly raise tens/hundreds of thousands of dollars for you in the months/years to come.

The following pages offer an overview of the Java Fit Gives Back Fundraising Program and a more comprehensive look at what we'll be doing. Here you'll find our latest thinking on what we will be able to do for you, as well as what your team could do in order to support our efforts. The most important thing we need to do soon 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 person is who we are going to count on to help plan and execute the details of the JavaFit Gives Back to Non-Profit 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 life time Executive Status (\$535 initial fee & \$100 per month fees are waived) and all qualification requirements will be waived.**

**** Benefit of 35% on all initials orders and approximately 10% of the ALL Preferred Customer recurring sales in your line regardless of whether they bought from you or us.**

** Java Fit Gives an additional Donation to your organization for every person on the preferred customer program!

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

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

Additional advantages can be discussed upon request.

Our wish 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 which will help raise funds, awareness and add new donors and members. We have compiled the following list of efforts you can do to help us maximize your benefit.

You will notice that almost all 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 champion to help plan and execute the details of the JavaFit Gives back to Non-Profit Program fund raising and its promotion.

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 my 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 -we will support your organization and ensure your success in every way that we can.

Online Efforts

- Consider featuring the Java Fit on the Non-Profit 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 Java Fit image for you and also draft the products and partnership description for your convenience. The Javafit image and description should appear on your homepage the as soon as possible.
- Promote Java Fit 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 to craft 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 Java Fit Gives Back to Non-Profit 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 Java Fit 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 Java Fit Preferred Customer Catalog along with your regular mailings to your donor and volunteer list of people are supporting and have supported your organization, introducing the Java Fit 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 to Non-Profit as well as to purchase a case of JavaFit 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 Java Fit 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're benefiting Non-Profit.

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 Java Fit products, and a special advertisement of Java Fit Gives Back to Non-Profit, 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'd like to emphasize that these are just the ideas we've 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,

Java Fit Gives Back Team
Independent Affiliates of JavaFit