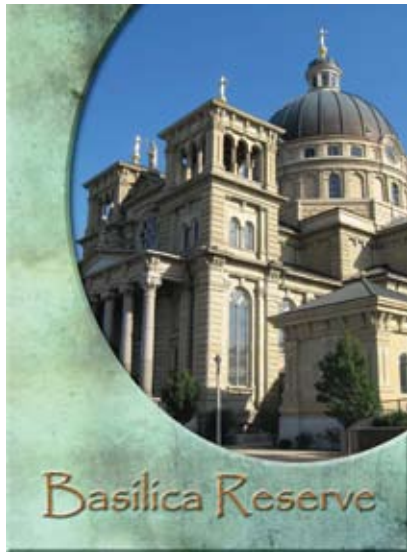




CASE STUDIES

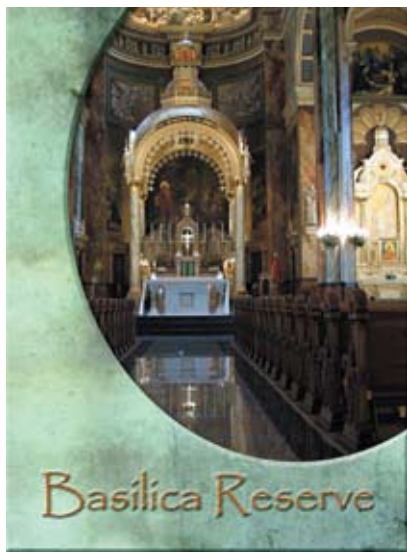


The Basilica of St. Josephat



The Basilica of St. Josephat is a Milwaukee landmark and a place of tourism for many Milwaukee visitors. Their goal was to raise funds and improve their current coffee equipment used for their Sunday "Meet and Greet" hospitality meetings as well as provide a customized label to be sold in their Gift Shop.

Located in the Bay View Community, many parish members are also frequent the Stone Creek Coffee Bay View location. Their sale ran during the month of December and coffee was sold at every mass and special event held at the Basilica. The organizers marketed their sale through the weekly bulletins as well as announcements after masses. Posters were also created to communicate the goals of the sales and dates when coffee would be available.



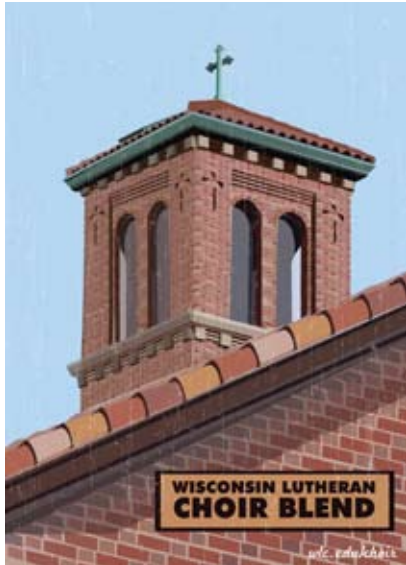
The most successful effort was hosting an ongoing sale and placing multiple orders through Stone Creek coffee. By communicating a regular schedule of sale dates, this allowed parishioners to plan their coffee purchase and order multiple times- resulting in increased sales.

The Basilica sold 268 bags of coffee and raised \$1,340 in profits. From this, the church was able to purchase coffee equipment directly from Stone Creek Coffee and serve great coffee at all of their meetings and events.





CASE STUDIES



Wisconsin Lutheran Choir

"The Wisconsin Lutheran Choir started fundraising back in 2000 when it was preparing for its first international performance tour. The choir, which was and is comprised of about 68 undergraduate college students, was looking for ways to help defray student expenses to participate in the tour. We brought the fundraiser back in 2005 for the second international tour, and use it every year that students have to pay all or part of their touring expenses.

Since we had so many sellers, we tried to empower the students to branch out on their own by providing clear instructions, LOTS of order forms, and a go-to person for questions. A student leader handles most of the hands-on management, much of the bookkeeping, and handles distribution once the order arrives (a job not to be underestimated!). We also did a lot of promoting right on our campus. Emails, posters, mailbox flyers, and word of mouth brought us a lot of customers right on campus. Since that first year,

we've also added a "retail" component to our coffee business. We'll order 20 or 40 pounds of coffee at a time that a retail team will sell at fine arts events on campus, even a few off campus. I think the main thing that has helped us to be successful with Stone Creek Coffee is the motivation level of the students. All the money they earn is applied to their personal expenses, so some become very entrepreneurial with the campaign. Now that selling our choir blend is a recurring thing, it's become commonly associated with the ensemble's tours. We often hear, "are you going to be selling your coffee this year "

As a college group, we had to choose a fundraiser that was cool enough for this age group and also offered some real earning potential. And since it's a product that most people will use and really enjoy, buying from us isn't just a charitable act, there's a tangible reward. Also, we were really able to tout the fact that SCC is a local company.

All of Stone Creek Coffee representatives we've worked with have been professional, supportive, and encouraging, and also open to suggestions about how to make each campaign even better. This year we really appreciated the custom label, which is bringing our brand recognition to a new level.

As a result of our fundraiser, we had two great outcomes. One: the most successful students made significant earnings to apply toward their tour expenses, and two: promoting the coffee is a great lead-in for talking about the Wisconsin Lutheran Choir's mission and tours. We will often receive extra donations at retail selling events."

-Dorothy Nowack
Choir Director
Wisconsin Lutheran College





CASE STUDIES



The Shorewood Orchestra

"The Orchestra students of Shorewood Middle and High Schools have the opportunity to do some traveling as part of their music education. Every two years the middle school travels to St. Louis. The students and chaperones spend two nights in a hotel and the music students have the privilege of a Midwest competition. Every four years the high school orchestra students have the opportunity to travel abroad for a nine day trip where they get to perform on several occasions and also be guests at performances and learn the history of many great composers. Both these trips can be costly but the experience the kids gain is invaluable. This is where fundraising can make all the difference in a child earning the right to attend.

We chose Stone Creek probably first because they are a local roaster and have a strong presence in our community. I think it is safe to say the residents of our village notice the generosity of the businesses here and Stone Creek would be a leader in giving back and supporting our schools, residents and overall village life. Our goal was to make the sale worthwhile and relatively easy. I have done various types of sales over the years and coffee is the easiest. Packaging, sorting and tabulating orders can be overwhelming for any product. What I like about Stone Creek is we can custom design what items we want to offer, so we can make it as big or as small. In addition to that is the custom label. It's pretty cool to design and have our own coffee label, it makes us feel special and really adds a personal touch.

We also looked at the profit margin. Our sale works in a way that each child selling gets the profit for what they sell marked specifically to themselves for travel. Some kids will have their entire trip to St. Louis paid for and others will have their international trip cost decreased significantly. How cool is that? Coffee, tea and hot chocolate are easy items to sell as most households use one or more of these items. Stone Creek sells to us at a price that we can then mark to get a substantial profit and the buyer gets a great product without feeling ripped off. I think a lot of fundraisers leave buyers feeling that they over-paid for what they got. That's what I really like about this one. Everyone wins.

The sales have been very successful, which is why we continue to do them. The staff at Stone Creek is wonderful, which is also why we continue to choose them."

Bridget Baker
Fundraising Coordinator and Volunteer
Shorewood HS Orchestra Boosters

