# How to Launch Your Fundraiser

"Fund Raising the Healthy Way" · 9 award-winning flavors · 2026 Kit

740-521-4304
mike@josemadridsalsa.com
JoseMadridSalsa.com

**$10** Customer pays per 13 oz jar = **$5** **Your group keeps** 50% profit, every jar + **$5** Sent to José Madrid for the salsa

## Pick your plan

MOST POPULAR · NO RISK

### Plan A – Pre-Sell

Take orders first, then buy exactly what you sold.

1. **Hand out the kit.** Give each seller a *Sales Tracking Sheet*, the *Salsa Menu*, and the *Facts & Safety Tips*.
2. **Tell us you're starting.** We'll list your group online for out-of-town family and send a flyer sellers can email.
3. **Sell.** Sellers collect **$10/jar at time of order**, checks payable to **your organization**.
4. **Compile.** Collect all tracking sheets; the Excel workbook totals them for you.
5. **Submit your final order** at **fundraising.josemadridsalsa.com/submit** once it's 100% final, then pay $5/jar.
6. **Deliver.** We fill your order as submitted; it arrives in about a week. Sort by seller and hand out.

FASTEST · SELL FROM INVENTORY

### Plan B – Buy, Then Sell

Order salsa up front and sell jars on the spot.

1. **Choose quantities** on the *Order Form*. Order in cases of 12.
2. **Submit & pay.** Enter your final order at **fundraising.josemadridsalsa.com/submit**, then pay $5/jar using any option below.
3. **Sell at $10/jar** at games, bazaars, concessions, church and office events — keep the menu on the table so buyers can pick by heat.

**Tip:** Not sure what to order? Lean on the best sellers — Raspberry Mild and Black Bean Corn Poblano — then round out the mix with mild, medium, and hot choices.

## Set a goal

| If your group sells… | Cases | Collected | Send to José Madrid | Your profit |
|---|---|---|---|---|
| 48 jars (≈ 4 per seller, 12 sellers) | 4 | $480 | $240 | **$240** |
| **96 jars (8 per seller, 12 sellers)** | **8** | **$960** | **$480** | **$480** |
| 240 jars (12 per seller, 20 sellers) | 20 | $2,400 | $1,200 | **$1,200** |

## Submit your final order

**Your order is placed when you submit it at fundraising.josemadridsalsa.com/submit. Only submit once it's 100% final.**

1. Confirm it's final: every Tracking Sheet is in, and jars and money match.
2. Go to **fundraising.josemadridsalsa.com/submit**.
3. Enter your Order Form info: organization, contact, shipping address, jars of each flavor.
4. Submit. That tells us to fill your order exactly as entered.

**Then pay $5/jar:** credit card at **fundraising.josemadridsalsa.com** · check payable to **"Jose Madrid Salsa"**, P.O. Box 1061, Zanesville, OH 43702-1061 · or call **740-521-4304** with a card.

# Coordinator Checklist

Check off each step — everything you need from kickoff to delivery.

## Before you start

- ☐ **WEEK 0** — Pick Plan A or Plan B and set a jar goal (page 1).
- ☐ **WEEK 0** — Set a **sales deadline** (2–3 weeks works best).
- ☐ **WEEK 0** — Call **740-521-4304** or email us to get listed online.
- ☐ **WEEK 0** — Print one Tracking Sheet, Menu, and Safety sheet per seller.
- ☐ **WEEK 0** — Write your group name & deadline on each Tracking Sheet.

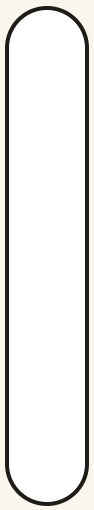
## During the sale

- ☐ **WEEK 1** — Kickoff: review the **safety tips** with sellers & parents.
- ☐ **WEEK 1** — Share the online link & flyer with sellers to email family.
- ☐ **WEEK 2** — Mid-sale reminder — post progress on the goal meter.
- ☐ **DEADLINE** — Collect every Tracking Sheet **and the money**.

## Order & deliver

- ☐ **DEADLINE** — Enter each seller's totals in the Excel **Seller Tally** tab.
- ☐ **DEADLINE** — Check the Order Form: totals, contact & **shipping address**.
- ☐ **DEADLINE** — Submit your final order at **fundraising.josemadridsalsa.com/submit**, then pay $5/jar.
- ☐ **+ 7–10 DAYS** — Salsa arrives. Sort jars by seller using the Tracking Sheets.
- ☐ **DELIVERY** — Sellers deliver to customers. Celebrate — announce the total!

## Our Goal Meter



Goal: $ _____

75%: $ _____

50%: $ _____

25%: $ _____

Start: $0

Color it in as orders come in. Post it where sellers see it.

## FAQ

**How fast does salsa ship?**
Within 10 days of payment — usually within a week.

**Who do customers make checks out to?**
Your **organization**. Your group then pays José Madrid Salsa.

**Allergies?**
No nuts in any flavor. All are gluten free except Chipotle Con Queso (contains cheese). All contain garlic. See the Facts sheet.

**Can out-of-state family buy?**
Yes — tell us you're starting and we'll list your group online.