# How to Launch a Fundraiser

Everything your group needs to raise money with 25 award-winning, all-natural salsas · 2026

Organization 4Star Horsemanship 4-H Spring 2026

Coordinator

Coordinator phone / email

Sale dates

Orders & money due

Pickup date & place

| $10 | $5 | 25 | 10 days |
|---|---|---|---|
| price per jar | your group keeps per jar (50%) | flavors, mild to "stupid hot" | or less from payment to shipping |

## Pick your plan

### Plan A · Pre-sell jars

Most popular

Take orders first, then buy exactly what you sold. No leftover inventory, no money up front.

1. **Tell us you're starting.**
   Call or email us. We'll list your group on our website so out-of-town friends and family can order online, and we'll make email flyers for your sellers.
2. **Hand out the kit.**
   Give every seller a Tracking Sheet, Flavor Guide and Facts & Safety sheet.
3. **Sell.**
   Customers pay $10 per jar, with checks made payable to your organization.
4. **Collect the sheets.**
   Gather every Tracking Sheet and its money, then enter them in the Excel workbook or add them up on the paper Order Form.
5. **Submit your final order.**
   When every sheet is in and your totals are 100% final, enter your order at fundraising.josemadridsalsa.com/submit. Then pay $5 per jar. Your group keeps the other $5.
6. **Deliver.**
   We fill your order from the information you submit. It ships within 10 days of payment, usually within a week. Sort by Tracking Sheet and hand out the jars.

### Plan B · Buy, then sell

Great for booths, events, concession stands and holiday sales.

1. **Fill out the Order Form.**
   Choose the jars you want. Mixing flavors is fine.
2. **Submit and pay.**
   Enter your final order at fundraising.josemadridsalsa.com/submit, then pay $5 per jar using any payment option in this guide.
3. **Sell.**
   Sell each jar for $10 and keep $5 per jar.

### Tip: best sellers first

Raspberry and Roasted Garlic & Olives are our top two sellers. Stock extra of both, and bring a jar of Spanish Verde XX-Hot for the brave.

### Notes

## What's in this kit

| Form | Who uses it | What it's for |
|---|---|---|
| **Sales Tracking Sheet** | Each seller | Record each customer's order and money collected |
| **Flavor Guide** | Customers | Show buyers all 25 flavors with heat levels |
| **Salsa Facts & Safety Tips** | Sellers & parents | Answer buyer questions and sell safely |
| **Order Form** (PDF) | Coordinator | Place the group's final order with us |
| **Order Workbook** (Excel) | Coordinator | Enter each seller's sheet; the order form totals itself |

## What your group can earn

| Jars sold | Customers pay | You send us | Your group keeps |
|---|---|---|---|
| 48 jars | $480 | $240 | $240 |
| 100 jars | $1,000 | $500 | $500 |
| 200 jars | $2,000 | $1,000 | $1,000 |
| 500 jars | $5,000 | $2,500 | $2,500 |

Example: 20 sellers who each sell 10 jars is 200 jars, which earns your group $1,000.

## Submit your final order

Your order is placed when you submit it online at fundraising.josemadridsalsa.com/submit. Only submit once your order is 100% final.

1. Make sure your order is 100% final: every Tracking Sheet is in, and the jar counts and money all match.
2. Go to fundraising.josemadridsalsa.com/submit.
3. Enter your order information exactly as it appears on your Order Form: organization, contact, shipping address and the number of jars of each flavor.
4. Submit. That tells us your order is final, and we fill it using the information you entered.

Need to change something after you submit? Email mike@josemadridsalsa.com or call 740-521-4304.

### Then pay $5 per jar, any way you like

**Card online**
Pay by credit card at fundraising.josemadridsalsa.com.

**Check by mail**
Payable to Jose Madrid Salsa:
P.O. Box 1061
Zanesville, OH 43702-1061

**Card by phone**
Call 740-521-4304 with a credit card.

## Coordinator checklist

- [ ] Pick Plan A or Plan B and set your sale dates
- [ ] Call or email us so we can list your group online
- [ ] Print one Tracking Sheet per seller, plus spares
- [ ] Print Flavor Guides and Facts & Safety Tips
- [ ] Review the safety tips with sellers and parents
- [ ] Collect every Tracking Sheet and its money by the deadline
- [ ] Enter each sheet in the Excel workbook
- [ ] Check that the order total matches the money collected
- [ ] Submit the final order online and pay $5 per jar
- [ ] Plan a pickup day to hand out orders