How to Launch Your Fundraiser

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

740-521-4304
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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.

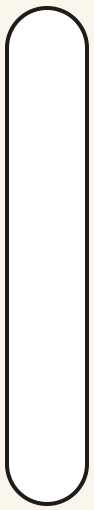
During the sale

- ☐ **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.