

Power of Ten: Coffee Strong Talking Points

Key Points in support of Coffee Strong projects:

Coffee Strong will launch an e-commerce website, producing apparel for both CS and other non-profit organizations. We need to fund a vet to supervise this work as it grows beyond our current capacity. And you can help make this a reality. These efforts will ultimately provide transitional employment for returning soldiers, critical to their well-being and healing. We need your help to launch both projects in 2010-11.

Coffee Strong is providing a safe haven for active duty soldiers who are weary from ongoing wars. They can speak with veterans who understand what they are dealing with, and seek confidential referrals for services difficult or impossible to access through the military.

Your donations help keep the doors open, literally, at Coffee Strong. In addition to supporting GI rights counseling, and services soldiers need, you will receive tangible benefits as an active community member. You are invited to join our social network and attend an array of educational events, concerts and presentations from national speakers. See our events calendar. Volunteers are always needed for different tasks (events coordination, barista, accountant, experienced grant writer).

GI Voice offers 501(c)3 nonprofit tax deductions for check contributions, through our fiscal sponsor, Seattle Draft & Military Counseling Center (SDMCC). Simply write GI Voice in the memo line.

You know your invitees so pitch at their giving level; encourage giving and inviting their colleagues, friends and families to participate as well.

The host should have a computer available to accept online donations during the event.

One time cash or check donations can be given to the host.

Please sign in so that we can send e-newsletters and event announcements.

Make sure to print out sign in sheets, and ask each person to write legibly so we can thank them for their donation. We will send people our e-newsletter, which updates supporters about events and what we are doing with funds we receive.

We will have a powerful 15 minute video clip by mid-July which we will post on the website, for your use at a fundraising event.

Power of Ten - How to Implement and Inspire At your event

Planning Checklist

45 days prior

Pick your date for the Power of Ten gathering, and where to hold it. Reserve space if meeting outside your home.

Create an invitation list.

Contact info@coffeestrong.org to discuss use of video, possible guest speaker, and a program update. We will post your Event on our website. Brochures are available describing program goals.

30 Days Prior

Invite guests by email and phone.

If needed, ask volunteers to assist with snacks and drinks, or other support for your party.

7 Days Prior

Make encouraging calls to those who haven't RSVP'd.

3 Days Prior

Confirm any volunteers responsible for food & beverages.

Share program agenda and process with volunteers involved.

Review your pitch, practice if needed, and gather brochures, video and sign-in form for the event.

Have fun! Be sure to ask if participants would like to host an event.

Direct them to these materials at our website.

Day of the Event

Ask guests to sign the donation card; also give instructions for online donations. Using a computer you can direct guests to www.coffeestrong.org. Click on Donations button, and follow simple instructions. Guests will receive a newsletter every other month announcing specific Coffee Strong events and updates on services to soldiers and families.

If you would like help planning your event, or to discuss how to ask friends to contribute to our project, don't hesitate to call 253-581-1565 or email us at info@coffeestrong.org