



Coffee GUIDE

2026
EDITION

WHAT'S INSIDE:

- Brewmaster responsibilities
- Ways to sell coffee
- Key details of the 2026 fundraiser
- Fundraising strategies
- Kickoff agenda
- Coffee product descriptions

I CAN DO THAT!

THANKS FOR FUNDRAISING WITH COFFEE!

Benefits of the coffee fundraiser for your unit:

- No up-front cost to your unit.
- Sales support any of your unit expenses and programs.
- Coffee sales teach scouts responsibility, goal setting, and the value of earning their own way.
- Coffee is easy to sell because 74% of Americans drink it every day.

Benefits of the coffee fundraiser for our Council:

- Funds raised help to maintain and upgrade camp properties for outdoor events and all year camping.
- Funds provide financial assistance for scouts who need it to participate, and to attend summer camp.
- Funds provide support for more initiatives from training opportunities, to local events, to accident insurance, to helpful staff, and much more.

LET US KNOW HOW WE CAN HELP!

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GREATER ST. LOUIS
AREA SCOUTING

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YOUR BREWMASTER RESPONSIBILITIES

Please review the list below so that you know what you are being asked to do.

- Get your unit excited about the Coffee fundraiser and encourage families to participate.
- Promote the fundraiser weekly with unit families to help ensure their engagement and understanding of relevant info.
- Order Coffee.
- Arrange for the pickup of Coffee (anyone from your unit can pick up coffee for you or come with to help pick it up).
- If you do Show and Sell and have returns, arrange for a time to return the coffee prior to the due date for your return.
- For scouts doing Take Order, collect their forms and money and place one large Take Order for your unit.
- Ensure money collected during the sale gets to your unit's bank account. Get checks deposited in a timely manner to reduce the number of bounced checks.
- Review your unit invoice and ensure payment by your due date from your unit's treasurer.
- Celebrate a successful fundraiser by doing something fun for your unit and recognize the scouts and parents who helped to make it a success.

WAYS TO SELL COFFEE



TAKE ORDER

Scouts take orders from family, neighbors, parent coworkers etc. One bulk coffee order is placed at the end of the sale. Scouts deliver coffee to their customers after it comes in.

SHOW AND SELL

Units place a larger order in advance, and set up a display in front of a business where scouts sell coffee and hand it to the customer at the time of purchase.

ONLINE

Scouts can sell coffee to out-of-town family and friends at <https://gatewaytraders.org>. The coffee is shipped and delivered right to the customers.

Did you know?? There is a monthly coffee subscription of two bags or more of coffee delivered to the customers for 3 or 6 months.

2026 FUNDRAISER KEY DETAILS

New in 2026, the fundraiser will be available anytime February 1 through August 1, 2026. Your unit can choose to sell whenever is most convenient for you.

Specific Changes to Show and Sell:

Units can order product anytime between 2/1 and 7/15, and within 2 weeks, the order will be ready at the council office for pick up.

For units doing Show and Sell, please understand:

1. You can order show and sell product anytime in this six month period.
2. Because you can reorder however frequently, orders will be limited in size to no more than 2 cases per product. If you choose to order more, we will support that and provide the product, but you cannot return any more than 2 cases per product.
3. Any returns must be completed no more than 6 weeks after order pick up, or by 7/15 (whichever is sooner). If unsold product is not returned by then, it will not be accepted back.

Specific Changes to Take Order:

For units doing Take Order, you can place a Take order anytime, and however many times needed. Note, no returns will be accepted from a Take Order.

2026 Commission:

Coffee products retail at \$25/bag, the commission to the unit is \$8/bag. Cake and Cocoa retail at \$15/each, commission is \$5/each. If your unit only sells online, we will mail a commission check quarterly.

Invoicing/Payment:

If just doing Show and Sell, payment is due two weeks after your return by date. If doing both Show and Sell and Take Order, or just Take Order, payment is due two weeks after you pick up your Take Order product.

FUNDRAISING STRATEGIES

Social Media - Use these platforms to your advantage to promote your sale. Take orders through posts or messages or ask friends and family to order online.

Take Order - Scouts can ask neighbors, teachers, other friends, and family. Parents can take forms to work to get sales. Send a family text and take orders through text. Many people are happy to support scouts in their efforts.

Take and Deliver - A mix of Take Order and Show and Sell, scouts take the products with them door to door and make the sale and provide the product right there. Your unit would need to order Show and Sell product, in advance, to offer this to your scouts.

Square Card/digital payments - We recommend you use whatever digital payments work best for you. Many scout units have used Square for years, you can get a free reader at [Squareap.com](https://squareup.com).

Tips for a great Show and Sell booth - Reserve your storefront early; stack the product neatly creating an attractive display; ensure scouts wear their full uniform during the sale; stand in front of the table to better engage customers; stay off electronics.

Someone doesn't drink coffee, but wants to support? - Offer them the opportunity to still support your unit and purchase coffee for first responders in your community:



\$25 First Responder Donations
\$50 First Responder Donations

SUGGESTED KICKOFF AGENDA

Explain how the Coffee sale benefits:

- Your unit by funding your Ideal Year of Scouting and pays for special activities, awards, equipment, and camp.
- Your scouts by building a personal sense of responsibility, salesmanship, leadership skills, and experiencing the lesson of earning your way.
- Our council by raising money to support our camps and properties, our outreach and financial assistance activities, general support, starting new units, and much more.

Review sales goals and techniques:

- Distribute and discuss order forms.
- Role-play sales presentations with youth.
- Instruct youth to wear their uniforms while selling.

Go over delivery and money collection process:

- Don't leave coffee until the customer pays for it.
- Have customers make checks payable to the unit.
- Practice being grateful when hearing a yes, and gracious when hearing a no.

Review safety rules for youth and adults:

- Youth should be selling with a buddy or accompanied by a chaperone.
- Emphasize that youth do not enter homes.

COFFEE PRODUCT DESCRIPTIONS



Campfire Italian Espresso - A balanced but complex espresso blend offering subtle smokiness and hints of dark chocolate. This coffee was air-roasted to an Italian roast profile and tastes equally wonderful straight-up or manually brewed. Tasting notes: smokey CHOCOLATE-COVERED Raspberries. Dark Roast. *(10 bags in a case).*



St. Louis Blend combines a subtle, sweet nuttiness with a clean brightness. This coffee was air-roasted to a medium profile and blended to make a wonderful coffee for any time of the day. Tasting notes: citrus and caramel with a nutty undertone. Medium Roast. *(10 bags in a case).*



French Vanilla - This coffee is 100% Colombian beans, roasted to a medium roast and flavored with rich vanilla and velvety smoothness. Truly a coffee treat to start your day. Tasting notes: smooth vanilla. Medium Roast. *(5 bags in a case).*



Decaf Espresso - A balanced but complex espresso blend offering subtle smokiness and hints of dark chocolate. This coffee was air-roasted to an Italian roast profile and tastes equally wonderful straight-up or manually brewed. Tasting notes: smoky CHOCOLATE-COVERED raspberries. Medium Roast. *(5 bags in a case).*



Campfire Cocoa - A rich and creamy hot chocolate mix that brings the warmth of the fire to every cup.



Mom's Original Goopy Butter Cake; and Chocolate Goopy Butter Cake - This beloved St. Louis classic can be made right in your kitchen with just a few simple steps. Rich, buttery, and irresistibly gooey!

