



# How to Launch a Fundraiser

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

Organization

Coordinator

Coordinator phone / email

Sale dates

Orders & money due

Pickup date & place

**\$10**

price per jar

**\$5**

your group keeps per jar  
(50%)

**25**

flavors, mild to "stupid hot"

**10 days**

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](https://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](https://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](https://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](https://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](mailto: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](https://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