

Newsletters? Street Parties? Workshops?

What could your local Group do with £1,000 this year? (and every year!)

Running your own food buying group is a great way of raising funds for your local group - and with the help of JustTrade you could easily earn around £1000 per year for yours.

The two great things about running your buying group with JustTrade's help are:

- 1 JustTrade does all of your order processing work for you
- 2 It's a completely **FREE** service

And, of course, your food group stays as just that - *your* food group. So however you decide to run it e.g. what you sell, what mark-up you add, when and where you operate, whether you run it as a members only coop or sell to a wider public, - these are all *your* decisions.

Earning **£1000** for you local group is pretty easy to do. By promoting your buying group amongst the people you know locally who are likely to buy Organic and Fairtraded products you could soon have at least a dozen customers. If you put a modest 15% mark-up on your buy-in price and the average order from each of your customers is £100, then, by running your food buying group every second month (so just 6 times a year) you will have:

$12(\text{members}) \times £100 (\text{average order amount}) \times 6 (\text{times a year}) = £7,200 \text{ per year}$

$15\% (\text{your chosen mark-up}) \text{ of } £7,200 = £1,080 \text{ per year.}$

Deduct a little for postage, printing and minor expenses and you see that you've easily made around a thousand pounds for your Group that year!

.....and had a lot of fun whilst doing it!

How to set-up and run your successful food buying group with JustTrade

Tell us what mark-up you want to put on the supplier's catalogue price (your buy-in price). All of this mark up can go to your Group.

Then:

1 Choose a name for your buying group

Tell us what name you want to be known as and we will arrange a bank account in this name with our bankers - Unity Trust (the trades union bank) - for you to pay the cheques you receive into.

2 Create the front page of your buying group order form.

As this is the page that introduces yourself to potential members, you may want to say a bit about why you are promoting organic/fairtrade products. Also, include a space where they can recommend the name of a friend - JustTrade has grown almost completely in this 'word-of-mouth' way.

This page must also have details of:

- * the date when order form must be returned (and where to)

- * what day and at what time they must come and collect their orders (and where from if different from where they returned the form to)

- * the name that cheques should be made out to (your buying group's name)

- * your contact details

3 Email this page to us

we will combine it with your group's order form and return it to you as a PDF file (let us know if you need help in producing this page).

4 Send an email out to all your members

Include the combined order form PDF file as an attachment with the email. Your members will need to print this file out, complete it and return it to you with their payment by the date you have specified.

You may want to print out and photocopy some copies of your order form to distribute to those members who are not yet up and running on the internet.

5 Promote your group locally

As well as existing members of your Group, you may choose to leave some copies of your order form at primary schools - parents of young children are especially interested in buying organic food. Local FOE and Greenpeace groups are well worth canvassing. And why not take out an ad in your local community newsletter!

6 When your members return their forms and to you...

- 1) Bank the payments received.

Using the paying-in book and postage paid envelope that we will send you, pay the monies that you have received into your bank account.

- 2) Send the order forms to us for processing.

Having first written the amount of money received from each customer on each form and made a note of any comments or requests.

7 Accept the bulk order delivery.

On delivery day you need to accept the combined order delivery at your chosen venue (someone's living room is usually o.k. to start with).

Using the individual delivery notes (that we will email to you) have your members make up their orders.

8 Tell us to whom you would like your cheque made out!