



EAST Drink Card Fundraiser – Sales Guide for Swimmers

Hi Swimmers!

We're excited to kick off the **EAST Drink Card Fundraiser**, and we need your help to make it a success! This guide will help you explain the card, talk to people confidently, and answer common questions.



What is the EAST Drink Card?

The EAST Drink Card is a **Buy One, Get One Free** drink card that can be used at multiple local coffee/cafes shops in Ellensburg.

Each card costs just \$15 and gives the buyer a one time **free drink (of equal or lesser value) at each one of the participating locations.**

It's a great deal—and supports both local businesses and our swim team!



What to Say When Selling

Here's an example of what you can say:

“Hi! I'm part of the Ellensburg Area Swim Team. We're raising money for our youth and adult swim programs. We're selling drink cards for \$15—you get a free drink at each of the local cafés listed on the card. It's a great way to support local businesses and our team!”



Sales Tips

- Smile and be friendly!
- Start by asking family, neighbors, teachers, friends, or parents' coworkers.

- Always say **thank you**, even if they don't buy one.
 - If they seem unsure, offer to show them a sample card and list of businesses.
 - Let them know it's a limited-time offer—once cards sell out, they're gone!
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Frequently Asked Questions (FAQ)

Q: How much does it cost?

A: \$15.

Q: What do I get with it?

A: A **Buy One, Get One Free** one time use per location. The location will mark the card once used.

Q: Where can I use it?

A: At several great **local cafés** around Ellensburg—listed right on the back of the card.

Q: How long is the card good for?

A: The card will have an **expiration date** printed on it

Q: Can I buy more than one?

A: Yes! Many people buy extra cards to give as gifts or keep in their wallet or car.

Q: Where does the money go?

A: All money raised supports the Ellensburg Area Swim Team, helping with coaching, pool time, equipment, and keeping swim fees affordable for families.

Thank You for Supporting EAST!

Your effort makes a huge difference. Let's work together to sell out of these cards and keep swimming strong in our community!