



Audubon Chapter Shade Coffee Kits - Shade Coffee Affiliate Program Application and Pledge

Chapter Name	
Chapter State	
Contact Person	
Contact Phone	
Contact Email	
2nd Contact Person	Name: Email:
Chapter Newsletter info	Title: Format: online print other _____ Publication frequency: _____ publications per _____ (mo/yr)
Chapter info	Membership size (estimate): _____ Chapter website: _____ Chapter Description (2-3 sentences describing your chapter's work and priorities. Online coffee shoppers will see this description when visiting your promotional URL)

<p>For Office Use Only:</p> <p>Received ___/___/_____ by _____</p> <p>Notes:</p>	<p>Roaster: _____</p> <p>Chapter URL: _____</p> <p>Roaster: _____</p> <p>Chapter URL: _____</p>
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Seattle Audubon's Northwest Shade Coffee Campaign ("the Campaign") is partnering with certified shade-grown coffee roasters to create the Audubon Chapter Shade Coffee Affiliate Program, a component of the Audubon Chapter Shade Coffee Toolkits. While the toolkits are designed to allow Audubon chapters to easily educate their community about the value of shade-grown coffee, the Shade Coffee Affiliate Program allows a committed chapter to sell shade-grown coffee and earn 15% on the sales of each coffee product sold through the chapter's promotional website. Promotional websites are developed in collaboration with the partnering coffee roasters and Seattle Audubon.

Pledge

In order to participate in the **Audubon Chapter Shade Coffee Affiliate Program**, we ask that you pledge to the following:

1. **Our chapter commits to selling a minimum of 50 lbs. of coffee annually (Jan-Dec).** We understand that we may check on our sales reports quarterly by contacting Kelsey Marshall at www.groundsforchange.com.
2. **We commit to working with Seattle Audubon's Campaign staff and volunteers to develop a plan to advertise our promotional URL on 6 distinct occurrences throughout each calendar year**, utilizing various word-of-mouth, print- or web-based tools. We will keep the Campaign informed of the tools we choose to use. We understand that we are encouraged to maintain a continuous link from our website, if applicable, to our promotional coffee sales webpage(s).
3. **We commit to using at least one of the Campaign's "Audubon Chapter Shade Coffee Kit" tools** annually to educate our audience about the value of shade-grown coffee. We know to find these tools at www.shadecoffee.org. We will not alter Audubon Chapter Shade Coffee Kit tools unless approved by the Seattle Audubon's Campaign staff.
4. If ideas or needs should arise, we will contact Seattle Audubon's Northwest Shade Coffee Campaign directly. We will work in partnership to spread the word and share ideas. We will contact the Campaign if we decide to terminate our membership in the Shade Coffee Affiliate Program.

I agree, on behalf of _____ Audubon Chapter, to honor and uphold the terms of this program. If I have questions or concerns, I will contact Seattle Audubon's Northwest Shade Coffee Campaign. I understand that our chapter will become ineligible to continue use of the assigned promotional coffee sales URL if we are unable to meet the terms of participation listed in the pledge.

Primary Contact (print) _____ Signature _____

2nd Contact _____ Signature _____

Thank you for joining us in the effort to promote certified shade-grown coffee within the Audubon community!