

Organizing a Coffeehouse Challenge Meeting in 8 Easy Steps

1. Read through these support materials. Think about how you would like your Coffeehouse Challenge to work, and what issue(s) you are particularly interested in focusing the discussion on. It should be something that is relevant to your local area and that you and others in the community care about.

There may be 8,
but they're easy!

2. Contact Nicola Twilley at the Benjamin Franklin Tercentenary, who will be able to put you in touch with the Starbucks District Manager for your region. When you talk to the District Manager, he or she will give you the phone number or email of an appropriate Starbucks Store Manager near you.

We need a place
to meet.

If, after speaking with a District Manager, you realize that you don't have a Starbucks nearby, or your local Starbucks is not big enough to accommodate a Coffeehouse Challenge, you should approach other possible venues such as community centers, schools, or your local library branch. Give Nicola a call if you are having a hard time finding a place to hold your conversation.

3. Introduce yourself to the Store Manager of the Starbucks you'll be meeting in. They'll want to discuss the number of people you're inviting and expecting to attend, as well as your thoughts about a possible topic. Work with them to set a date and time. Some of them may even want to join in the Coffeehouse Challenge!

4. Fill in and return the **Let us know Where and When** form to Nicola Twilley at the Benjamin Franklin Tercentenary (you can fill it in online at www.benfranklin300.org/chc too). We'll send you a Starbucks card to say thank you!

5. Invite people to join your Coffeehouse Challenge. Included in these materials is a page of suggestions to help you decide who to invite. We've also created an e-vite and template invitation language to help you get the word out. Your Starbucks Store Manager will also be inviting regular customers to join this community gathering, and each Coffeehouse Challenge will be publicized in Starbucks stores and online.

Would you
like to join our
Coffeehouse
Challenge?

6. Hold the discussion. We've put together some ideas on how to start communication flowing, and stay focused on coming up with practical of each Challenge, Starbucks staff will break the ice with a brief coffee also supply complimentary coffee and tea at the first meeting of your Coffeehouse Challenge group.

I prefer
medium-roast.

the discussion, keep
solutions. At the start
tasting. Starbucks will

7. At the end of the conversation, make a group decision on whether and when to meet again, and which ideas to bring forward to the next session, to develop further. Feel free to hand over some of the organizational work for future meetings to other group members! Thank the Store Manager and let them know if you plan to keep meeting in the Starbucks coffee shop.

8. Fill in a **Feedback** form and return it to Nicola Twilley so that we can learn from your experience.

We hope that your Coffeehouse Challenge group will continue to meet, and will develop your ideas into a project proposal. If you need funding to realize your plans, we encourage you to submit an award application form. Starbucks will be awarding \$3000 each to the 5 best project ideas.

If at any point you have any additional questions or comments about the Coffeehouse Challenge program, please contact Nicola Twilley, Director of Public Programming at the Benjamin Franklin Tercentenary, by phone 215.557.0733 or by email at ntwilley@benfranklin300.org.