



Getting Started with Your Fundraising Project

Step 1 – Commitment to Fundraiser

Meet with and get a commitment from the leaders of your organization to take on this fundraising project. Get a commitment from each person in your leadership team to work hard to make this a success. You cannot do this alone. After your leadership commits, then put each person in charge of certain elements of your fundraiser such as pre-sell, advertising, wreath ordering, volunteers, etc.

As a committee, decide which fundraising option you are going to pursue. Here are some choices:

1. Sell wreaths or poinsettias in a retail location or at an event.
2. Do a pre-sell fundraiser where members have a brochure and order sheet to collect orders ahead of time. Collecting the money up front is highly recommended.
3. Partner with another organization such as a realtor office. Have the agents purchase wreaths and poinsettias as thank you gifts for customers. Sell the products at retail prices and use the markup for a humanitarian cause that your club, Realtors, and customers want to support.

Step 2 – Commitment from Team

Get your organization behind you and your committee. Get a commitment from members and, if possible, family members to work up their own personal list of people they think are good possibilities as sales prospects.

Step 3 – Sales

Pre-sell wreaths and poinsettias or get “pre-commitments” from potential customers. We can provide you with a sample wreath to display at your location if necessary.

Step 4 – Post-fundraiser Meeting

All great companies continue to develop ways to better their product, service, and marketing. Make an effort to meet with all the members involved in the fundraiser after the event – the closer to the event, the better. Do it while it is fresh in everyone’s heads. Appoint someone to take notes – this will prove vital and helpful in making next year’s efforts an even bigger success.



Running a Successful Wreath Sale

- 1)** As soon as possible, notify Mike Griffin by phone or email that you will be participating in this year's wreath sale. IT IS IMPORTANT TO MAKE YOUR COMMITMENT EARLY. If you have to get approval for the fundraiser, please go ahead and sign up; we can always remove your name if your fundraiser is not approved.
- 2)** Begin your wreath sale early (October or early November) by calling on businesses, friends, neighbors, and relatives and letting them know about your fundraiser. You may want to bring some order forms to work to help you sell to coworkers and colleagues. Save order forms from previous years so you know who to call on next year.
- 3)** During the sale, your group has an open account at the wreath warehouse. You must place your order by phone or on the website at least 10 days prior to pickup or delivery. Additional orders (minimal) can be placed up to 4 days before your pickup or delivery. Special pickup times can be arranged. Our warehouse is conveniently located at the Rochester Public Market. Directions are available on our website. (<http://www.evergreenfundraisers.com>)
- 4)** One person from your group should be appointed to oversee the entire wreath sale and should be present at all pickups and/or deliveries.
- 5)** Payment must be made at the time of pickup or delivery.
- 6)** Groups that use sales contests tend to sell twice as many wreaths as those who do not. Some ideas are to give prizes for sale achievements or to pay a commission to the highest seller(s). Consider setting a minimum sales goal for each participant.
- 7)** Encourage the parents of group members to get involved in the sale. Do not underestimate the effectiveness of telephone sales to family, neighbors, and fellow workers. Local businesses, cemeteries, and churches also may buy large quantities of wreaths.
- 8)** Your wreaths should be priced appropriately – not too high or too low. You should aim to make an 80% profit or more.