

## **Warhawk Crew Fundraising MULCH MADNESS 2024 Sellers' Guide**

The Mulch Sale is our biggest fundraiser of the year and culminates with a fun all-hands delivery day just before the regatta season begins. Mulch Day is a great opportunity for families to get to know each other! The most important tip is to start your sales soon – many have reported losing sales to other groups by waiting until February to sell. Athletes earn \$2 per bag credit toward their personal fundraising goal (e.g., when you sell 200 bags, that equates to \$400 in funds you raised for Warhawk Crew.) **You must enter all orders online at the time of sale to ensure that the customer info and order is correct and orders are captured as we sell.** SAVE MARCH 2 FOR OUR ALL-HANDS DELIVERY DAY! Every athlete with at least one of their parents is needed to make Mulch Day a success. Stay tuned for sign-ups & details about Mulch Day.

- **LEADS:** Selling mulch is easy with many repeat customers! Lots of our customers are alumni families and community friends that support our team every year and appreciate the high-quality mulch and the service that we provide. We will share leads from former rowers' sales first come, first served. To request leads email [fundraising@warhawkcrew.org](mailto:fundraising@warhawkcrew.org). If you receive leads, you're expected to contact them quickly.
- **SALES TERRITORY:** Free delivery zone is limited to Vienna and Oakton addresses. However, we will also deliver orders of 50+ bags to a single location IF it's within a 10-mile radius of Madison High School.
- **MULCH IS DELIVERED FREE!** We are delivering all the mulch free of charge, on Saturday, March 2 to the customer's driveway unless otherwise specified. Customers may note alternate delivery location preferences on the order form. Please note that we are not allowed to deliver to backyards.
- **MINIMUM ORDER 10 BAGS:** All orders must be 10 bags or more.
- **ALL ORDERS ARE ONLINE WITH PAYMENT BY CREDIT CARD, PAYPAL, CHECK, OR CASH:** This year we will be requiring online orders from athletes. There is a link at [WarhawkCrew.org](http://WarhawkCrew.org) under Fundraising > Mulch Day. There is also a QR code on the order form. When customers order online they will be taken to a secure PayPal site to pay by credit card or PayPal, or they can pay by check. Please also keep track of your online orders on your Summary Sheet to ensure you receive credit for those sales.
- **CASH AND CHECK PAYMENTS MUST BE TURNED IN ASAP.** Athletes should enter all orders online and take payment at the time of sale. Checks should be made payable to JMCBO. In an effort to make sure order information is complete and legible, athletes should enter any paper orders into our online Jotform platform either at the time of sale or immediately following using the Pay By Check/Cash option. This helps ensure that all information necessary for a successful sale is provided. Please submit checks/cash to JMCBO regularly as you sell instead of waiting until the Feb 19 deadline, to help speed reconciliation.
- **MAIL-IN ORDER FORMS.** Customers can mail completed orders (with check payment) to the club's P.O. Box which is given on the order form. But in-person sales are always most successful.
- **RECEIPT:** Please leave behind the "Thanks for your order!" quarter sheet which is a reminder for the customer of our delivery date and gives contact information for questions. Mulch orders are not tax deductible, but donations are. If your donor or customer would like a detailed receipt, email us. Athletes' fundraising credit for donations equals the full donation amount.
- **MULCH FACTS:** The mulch we sell is the highest quality shredded hardwood mulch provided by Merrifield Garden Center in Merrifield, VA. The mulch is packaged in 3 cubic foot bags. Other organizations sell 2 cubic foot bags for the same or more than our larger bags – so it's a great value! By

dividing the customer's square footage by 12, that yields the estimated number of bags needed for 3" depth of mulch coverage. We do not sell colorized mulch.

## DOs AND DON'Ts

- DO review the sales script for information on how to sell mulch to customers.
- DO wear your Crew Spirit Wear and sell in person to be most successful. Sell together – it's more fun!
- DO smile and speak loudly! Whether knocking on doors or speaking on the phone, a smile and confident tone are your best selling techniques.
- DO make sure you explain to each prospective buyer that our team raises all its own money to operate and receives no outside county or school funding. Donations are always welcome if mulch is not needed.
- DON'T forget to follow up with your leads and our repeat customers EARLY – don't wait until February!
- DO remember to include your name on the online order form. Other helpful documents will be available in the Warhawk Crew News emails and on WarhawkCrew.org.
- DO take a charged phone/tablet, clipboard, and working pen when selling. Your customer won't have to search for those things when making the sale. If it's easier for you to enter sales online when you're at a computer than on your phone, that's fine too, but either way enter it that day.
- DO let the customer complete the order form themselves to minimize errors (make sure you read it back for confirmation – ask for clarification to avoid the risk of costly delivery errors).
- DO remember to thank your customer for their support of Madison Crew and to leave behind the quarter sheet for a reminder of the delivery date!

Contact for any questions or requests: [fundraising@warhawkcrew.org](mailto:fundraising@warhawkcrew.org)

### Online Orders



<https://form.jotform.com/warhawkcrew/mulch>

### Donations



[https://www.paypal.com/donate/?hosted\\_button\\_id=BUMX73CGJUWHE](https://www.paypal.com/donate/?hosted_button_id=BUMX73CGJUWHE)