

# 2017 Flower & Mulch Sale

AHG Troop 1031 will participate again in the 17<sup>th</sup> annual flower and mulch sale on Saturday April 29, 2017 from 8 a.m. to 6 p.m. at St. John Paul II Church, 3044 Hikes Lane. This will be the 12<sup>th</sup> year that AHG 1031 has participated in this excellent fund raising opportunity. Our help is particularly important for set-up on Friday April 28, so please mark your calendars. Additional forms can be downloaded and printed by going to <http://troop243.com>, click on the link for Flower Sale, and you will see the links for the American Heritage Girls forms.

## **Why should I sell?**

“An American Heritage Girl is Resourceful – wisely use my time, materials and talents.” American Heritage Girls Handbook **One way she can be resourceful is by earning and saving money so she can pay her own way.**

The flower sale is our main fundraising activity each year. This sale is an excellent opportunity for each girl to pay her own way. For most girls the flower sale will be the primary way she can earn enough to “pay her own way”.

*Most of the money a scout can earn comes through pre-selling flowers and mulch to her customers.* The prices on the order form reflect a profit of **35%**. When the sale is complete and all expenses are tabulated, you will be eligible to earn credits to your account for your pre-sales after we tithe to St. Martin. A girl who wants to fully participate in the troop program (summer camp, convention, camping supplies.....) can expect to pay about \$360 in costs each year. That would require that she sell about \$1,100 of flowers over a 10-week period. Please use the enclosed flower sale goal form to set a goal of how much you will try to sell.

## **What are we selling?**

We will sell flowers and plants grown locally by Deibel’s Nursery in Pee Wee Valley. In your packet, you will find several order forms and a sample picture form of the flower varieties being offered. Not every color is depicted, just a sample of the flower.

For the first time, this year we will be accepting online orders. If your customer wants to use a credit card to pay, direct them to: <http://ofs.scouts243us.com/>. There will be a drop down box on the checkout screen for the customer to select your name to receive credit for the sale. Due to privacy concerns, we will accept credit and debit card payments only through the online ordering system. Customers ordering directly from you can pay by check or cash.

We are also offering two types of mulch for sale. There is a mulch information sheet in your packet. Venturers and older Boy Scouts will be available on April 29 to load mulch into your customer’s vehicle or trailer at St. John Paul II. Most customers who purchase flowers will also need to purchase mulch. An excellent way to increase your sales is to offer mulch to customers who may not buy flowers. It is suggested that you put the sample pictures of flowers and mulch in a plastic sheet protector (with one sheet showing on each side) to show customers.

We are offering Prepaid Coupons for \$25 each. If your customer cannot make up their mind about what to order, suggest they purchase prepaid coupons. Your customer can also use prepaid coupons to purchase perennials, annuals and mulch available on April 29 from our table sale. You will earn credit for all prepaid coupons you sell.

## **Who should I sell to and where?**

You should start with your family and relatives. With your parents, you could sell door-to-door in your neighborhood. Here are some other ideas for sources of customers: church members, fish fries during Lent, school families not in Scouting, business associates of your parents, golf clubs, neighborhood pools, or other businesses that plant flowers or hang flower baskets. If you sold flowers last year, a list of your customers is included in this packet. If you did not sell last year, we have the names of customers who have bought flowers in the past from AHG girls who are no longer with the troop. Just ask and we will provide you with some names. You should consider calling or visiting each of these customers. Our experience has shown that last year’s customers are much more likely to buy again.

## **How should I sell?**

Girls should wear their complete uniform when selling and be accompanied by at least one parent. You might approach someone by saying something like this:

*“Hello, my name is \_\_\_\_\_. I am a member of AHG Troop 1031. I am selling spring flowers and mulch to raise money for my Scouting expenses. Would you consider supporting me in Scouting by purchasing flowers and mulch from me?”*

Some people will say no. Be courteous and thank them. Do not be discouraged. Be persistent. Others folks may want to think about it for a few days. Leave an order form with them. For those who are not home, you could leave an order form and a note with your phone number on it. If you leave an order form with a customer or a prospect, be sure and go back or call them a few days later. This way, you are more likely to make a sale.

Some customers may want to pay you more than the order total. You should never ask for donations, but if the customer insists, accept it and be sure to thank them for it. Write the amount overpaid on the order form as a donation, and turn it in with your order and it will be credited directly to your scout account.

### **Filling Out Paperwork**

When you make a sale, please be sure that the customer has filled out all information on the order form. Is the form legible (can you read it?) and accurate (you should double-check all of the math). All orders must be paid in full at the time the order is taken. Customers may pay with cash or by check. All checks should be made out to **AHG Troop 1031**. Be sure that the cash or check you receive matches the order total on the form. Attach the check or cash to the order form using paper clips – *not staples*. Be sure to give the customer a receipt. There are several receipt forms in your packet. We recommend that you make a copy of the order form to keep for your records before you turn it in.

### **Turn In Dates for orders:**

The order forms should be turned in at AHG meetings on the following dates:

- February 24                      March 24
- March 10                          April 7 (FINALTURN IN DATE)
- April 23                      (Midnight: deadline for customers to enter orders online)**

Please do not accumulate your orders until the end. Turn in all of your orders at each meeting to avoid overloading those who have to process the orders at the end. All orders must be paid in full at the time the order is taken. It is suggested that you *make a copy of all of your customer orders before you turn them in to keep for reference and follow-up.*

### **What if the customer wants the order delivered?**

On the order form, we have not 'advertised' free delivery. Each girl (and her family) should make that decision. If you have decided to deliver some or all of your customers' orders, be sure to mark **YES** to the item labeled **Scout Del** in the Scout Info box. If the customer is going to pick up the flowers (and most customers should do this), mark **NO** to the item labeled **Scout Del**.

Are you going to offer free delivery to your customers? In some cases, this may be the only way you can make the sale. There are several other factors you should consider in promising to deliver flowers or mulch to your customers. You cannot 'stack' flowers on top of each other. Ideally, you should have access to a pickup truck, a trailer, or a van where seats can be folded down or taken out.

### **Week of the Sale**

We expect all AHG troop families to participate during the weekend of the sale, even if they have chosen not to sell flowers. On the weekend before the sale, an email or postcard will be sent by the Troop 243 volunteers to all of your customers. We recommend that you call each of your non-delivery customers the week before the sale to remind them to pick up their flowers on Saturday April 29 from 8:00 am to 5:00 pm **only** at St. John Paul II.

We want to show our appreciation that Boy Scout Troop 243 continues to allow us to participate in this annual event. We especially need help the day before the sale, April 28. The flowers and mulch will be delivered to St. John Paul II early Friday morning, April 28. If you cannot work on Friday, we ask that you volunteer to work a shift on Saturday or Sunday. We will have volunteer sign-up sheets available starting with the April 7 meeting.

A crew has already volunteered to unload the racks and baskets, conduct an inventory, organize and tag the items. We will start pulling orders around 9:30 am. We need everyone who can help to work on Friday as long as possible to get the job done.

*Those who work at least 3 hours on Friday may take their orders after all orders are pulled and verified.* We ask scout families to schedule deliveries to your customers Saturday afternoon after the morning rush. If any of your customers do not pick up their order on Saturday, April 29, *it is your responsibility to remove the order from St. John Paul II and deliver it to your customer.* Any orders not picked up by your customer or by you by 5:00 pm on Saturday will be charged back against your pre-sales.