



Oregon Evergreen & Willamette Evergreen

Dear Strapped-for-Cash,

If we are talking, that means that you seek a way to raise money – let's talk! We are located in the heart of evergreen country - the edge of the Willamette valley in western Oregon. From here, we grow Christmas trees and produce wreaths, garlands, swags, and table centerpieces.

More than ever families need Christmas trees & wreaths, etc to help us slow down and enjoy the holiday season. And families are grateful for fresh gift-giving ideas. Our evergreens help us all to get into a generous spirit. Taking time for an old fashioned holiday in this dizzy world still makes good sense.

The Check List . .

.-Which fundraiser interests you: a)Christmas trees & Wreaths or
b)Christmas Wreaths etc. alone?

-Approach: are you going to set up a retail lot or take orders in advance
– or both?

-Location: do you have access to a good place for a tree lot or pick-up
place?

-From my list you create your list of products you wish to offer.

-How will you promote? Teammates given tickets to sell? Mailing plus
phone/email follow-up?

-Flyers are easy to make – we can send you flyer samples and photos to
help create your flyer.

-Be clear and clearly realistic about your money raising goals (minimum? Optimum?).

Once you decide, we ask you to complete a Participation Form and email back to us.

We also discuss delivery dates – usually either last Friday, Nov or 1st Friday, Dec Payment: we ask for an individual to take responsibility for the invoice and we ask for a deposit that covers freight. We ask for the balance in December 15-20.

I hope you will agree that this is an easy-to-organize and quick way to raise extra money. Furthermore, Christmas evergreens and youth & family projects are a natural fit.

CRAFT EVERGREENS. If you add at least \$6 to our price and sell 100 wreaths you have a gross profit of \$600. Furthermore, you have created a program that has a future! Minimum order is 100 pieces.

CHRISTMAS TREES. If you add \$12 to your delivered price for Douglas firs and \$18 for Noble firs and sell 100 trees, then you will likely have gross profit of \$1300 plus the money you make from selling wreaths (if you are going to offer Christmas trees you should also offer wreaths etc). Minimum order is 200 trees (flexible for 1st year folks).

From this information you can quickly calculate how many pieces you need to sell to achieve your goal. Can you do it with wreaths/garlands/centerpieces alone or should you also include Christmas trees? Develop a mailing list of all your customers – they may be the start of your sales next year! Tell me what products you are offering – I will suggest a Custom Flyer that you can download to make all the copies you need for your sales force.

Thanks for giving me the opportunity to introduce (re-introduce?) ourselves to you. I hope in this brief time that I have given you reasons

to continue this little adventure. If so, then let's keep talking. I am only too happy to send you the names of customers who can vouch that we are good folks to work with. We'll work together to make your fundraiser a success.

Thanks & Best Regards,

Ed Hallett, Manager

www.WillametteEvergreen.com