

Willamette Evergreen Inc.

Cel. 503-931-5624
Fax 503-362-7884
Ed Hallett President

An evergreen florist & nursery producing
Christmas spirit since 1985
and packer Oregon Green Moss
member Oregon Association of Nurseries
P.O. Box 1288, Molalla, Or 97038
[pickup warehouse]
10832 So. Highway 211, Molalla 97038

Ed@WillametteEvergreen.com
www.WillametteEvergreen.com

Dear Strapped-for-Cash 2020,

If you are reading this you must be searching for 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 Living Tabletop Christmas trees and we produce wreaths, garlands, swags and table centerpieces.

More than ever families need these evergreens 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 that generous spirit. Taking time for an old-fashioned holiday in this dizzy world still makes good sense (scents?).

The Check List . . .

- Products: a)offer all the products in our flyer? b)select 2-4 items to offer?
- Approach: Take orders in advance and give me your master order?
- Promotion: your team given order sheet handouts and flyers? Mailing plus phone/email follow-up?
- Flyers: easy to make. Design your own flyer? We send you photos. We can modify ours for your program?
- Important Dates: Order Date? Delivery Date? Please see my Order Sheet.
- Distribution: do you have a place that can become a distribution yard? Suggestion: select either last Saturday November or first Saturday December for your customers to come pick up.
- Storage? Our evergreens are hardy. Keep in shady place with ventilation until ready to distribute.
- Your Sell price: at least around \$8-10 add-on to my delivered price to you.
- Money Target: be realistic. Minimum? Optimum? Divide \$ target by \$10 to reach the number of products you want to try to sell. Divide by your crew number to reach the target for average sales per crew mate. Every 100 pieces you sell you make about \$800-\$1000.

Once you decide you want to be part of our fundraiser we send you a Participation Form to fill out and return to us. And we discuss delivery dates and logistics – are you picking up or are we shipping to you?

From this information you can quickly calculate how many pieces you need to sell to achieve your goal. Develop a mailing list of all your customers – they may be the start of your sales promotion next year. That list is your gold mine. Allow year #1 to build your program. Your sales will grow in years 2 and 3. Keep good record and notes for next year's fundraising committee.

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. We'll work together to make your fundraiser a success.

Thanks & Best Regards,

Ed, manager