

Willamette Evergreen Wreaths

Call 503.899.8880

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

we@elcoregon.com

www.WillametteEvergreen.com

Dear Strapped-for-Cash;

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 Colorado Blue Spruce var. 'baby blue' which we pot. 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 the dizzy world still makes good sense (scents?).

The Check List . . .

- Products: a)offer all the products in our flyer? b)select 2-5 items to offer? c)select the variety of wreath designs to offer?
- Approach: Set up a retail lot? Take orders in advance and give me your master order?
- Location: do you have access to a place that serves as a distribution yard?
- Promotion: your team given order sheet handouts and flyers? Website plus phone/email follow-up?
- Flyers: easy to make. We can send you photos and flyer samples. Use ours? Design yours?
- Your Sell price: at least \$8-10 add-on to my delivered price to you. Do you think you can increase?
- 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 sale per crew mate.

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? I will send you the Order Sheet with prices from Molalla to start.

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.

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,

Willamette Evergreen