



Dear Organization Leader,

Thank you for your interest in working with Sedan Floral to "grow" your profits and have an exciting fundraising opportunity. We are anxious to work with you and want to provide you with some tips that will help you increase sales and keep your fundraiser organized and successful.

- Post a start and end date for your fundraiser. Be sure to let us know as soon as possible when you are scheduling your delivery date.
- Promote the goal that you want to achieve and show how everyone's contributions will contribute to the overall goal.
- Distribute the order forms and an "Incentive Letter" (written by your organization) to the participants.
- Get excited and promote your fundraiser both at the beginning and during the fundraising campaign.
- Calculate plant sales from all participants and submit to Sedan Floral for delivery.
- Coordinate volunteer assistance for date of delivery. You will need help unloading plants at time of delivery, grouping orders for distribution, and loading into customer's cars.

We know that it is difficult to plan and execute a fundraiser. Here is a helpful 6 week outline that will keep you on track.

Week 1: Receive sales information from Sedan Floral. Write Incentive Letter. Determine day and location for pick up.

Week 2: Distribute sales sheets to participants. Set a goal for profits earned and communicate that to all participants. Begin sales.

Week 3: Sell! Sell! Sell!

Week 4: Finish sales. Total the number of sales per participant and turn into Sedan Floral. Schedule a delivery date with Sedan Floral sales team. Coordinate volunteer assistance for day and time of delivery.

Week 5: Gather money from participants. Finalize delivery plans. Organize order by customer for pick up.

Week 6: Distribute plants to customers. COUNT YOUR PROFITS!

We hope that this will give you an idea of what to expect from us and how to organize yourself to increase sales and enjoy your fundraising experience. Don't hesitate to call on us for help.

Sincerely,

The Sedan Floral Sales Team

