



Parent Information: Mulch Madness 2024!

WHAT: McLean Crew's single biggest fundraiser responsible for contributing a net profit of \$50,000, ~70% of our fundraising budget and 30% of our Club's total revenue. This is a vital fundraiser to the financial health of our club and to avoid higher dues.

WHEN: Required delivery weekend **March 2-3 (blizzard make-up date March 9-10)**

WHO: Everyone!

▪ **ATHLETE commitment:**

Every athlete is encouraged to sell 225 bags of double shredded premium hardwood mulch.

Proceeds from donations and sales will be used for club administrative services and to reduce dues. Sales are credited after sales are confirmed.

Every athlete will spend all Saturday and Sunday delivering bags of mulch to the surrounding community within the MHS district (exceptions for larger or legacy orders granted by mulch chairs). Look for a Signup Genius (SUG) closer to the date for rowers to choose chase car assignments.

***If your athlete has another mandatory commitment during part of the delivery day, he/she must still report to the MHS parking lot to work, for as much time as possible, and let the volunteer coordinator know **in advance the precise absence times and reason**. To complete our deliveries in a compressed time frame, we must have all hands-on deck! Any athlete not able to attend due to another mandatory commitment will need to fulfill other volunteer commitments, which will be assigned throughout the season and decided by the Board.*

▪ **FAMILY volunteer commitment for Mulch Weekend:**

Every family must volunteer 1 adult for 1 all-day mulch job during delivery weekend. Reminder: there is a fee for parents not volunteering 1 full delivery day during mulch weekend, regardless of cause.

▪ **Separate Sign up Geniuses will be sent out starting early February for the following:**

- a) Family Mandatory Volunteer slots
- b) Family Extra Credit Volunteer slots
- c) Food Donation Assignments
- d) Supplies (returned after mulch weekend)

HOW (SALES): Sales leads will be given to your athlete via email as soon as possible (we're shooting for 1/8/24!). Helpful information included in other attachments (Mulch Purchase Details Handout 2024, Sellers Guide, and a sample email for rowers to send to previous customers. All of these will also be available to download from the website. Please note -

- We are still using our excellent supplier of high-quality double shredded hardwood mulch.
- Our Online Order System **does NOT** charge a credit card processing fee.
- No split deliveries. We will deliver to one address per order. No exceptions.

- FREE DELIVERY is a huge benefit and should be promoted. Please note that there will be a cumulative delivery limit, to protect our volunteers and rowers. Minimum **5 bags** per order.
- Sales and donations reports will be available weekly showing individual athlete's progress.

DELIVERY/SALES CUTOFF:

- We are capping the total number of bags that can be delivered at approximately 18,000 - 20,000 bags. SO, please sell early!
- **Sales deadline is midnight Monday, 2/12!**
- **There will be NO day of sales this year.**

DELIVERY AREA: Any address within MHS district. For outside district addresses, we may make exceptions for previous purchasers with larger orders. Please contact chairpersons Wendy Rath and Michelle Egorin via mulch@mcleancrew.org.

HOW (DELIVERY): Starting on the afternoon of Friday, March 1 through the evening of Sunday, March 3 (once all bags are delivered!), the Westmoreland parking lot (aka Junior lot) of McLean HS turns into a Mulch Delivery Yard - full of 26ft delivery trucks, forklifts, food tents, 20,000 bags of mulch, and most importantly, parent volunteers and rowers.

Most parents will drive delivery trucks or chase cars, filled with rowers, on predetermined routes. There are also numerous "yard" jobs including forklift operators (training date tbd and required) as well as coordinators. **There will be a MANDATORY meeting in mid to late February for all volunteers driving trucks or cars and another for forklift drivers.**

We'd like to thank our committee members, who have been working very hard for several months already, to make this happen! Randy Crumpler for Sales, Partha Som for Yard, Nagwa Khordagui for Routing, Vidit Mathur for Dispatch, and Liz Pham and Susan Thomas for Food Tent.

More helpful information on our website, www.mcleancrew.org. Questions: Please contact Mulch Chairpersons Wendy Rath and Michelle Egorin at mulch@mcleancrew.org!

GO MCLEAN CREW!

