



# MULCH AND ERGATHON CHEAT SHEET 2024

## WHAT'S NEW THIS YEAR (2024)

**We've done both fundraisers before so just tell me what's new this year**

- All Ergathon donations and paperwork must be turned in by Wednesday, February 7th.
- All Mulch orders must be turned in by midnight, Monday, February 12<sup>th</sup>.
- Rowers are encouraged to sell 225 bags each.

## MANAGING TWO FUNDRAISERS AT ONCE

**If I am going to do fundraising this weekend, should I fundraise for Mulch or Ergathon?**

- You can really do both since they have a different target audience.
- Mulch sales, which can happen through February 12th, can only be done locally since mulch can only be delivered within the McLean High School district.
- Ergathon donations, which can be solicited through February 7th, are just donations and we don't deliver a product. So, while you can go door-to-door asking for these donations, it makes more sense to reach out to further away family and friends asking that they support your Crew Team efforts.

## HARD COPY ORDERS

**What do I do with the paper orders I collect going door-to-door in my neighborhood?**

- We are encouraging **online orders**.
- **For Mulch**, we are only offering online sales via credit card.
- **For Ergathon**, the student should bring the hard copy order forms to practice on or before February 7th and hand it over to Ms. Anne Butler, who will be present at the practice. Review the Ergathon directions regarding cash donations.

**When do mulch orders need to be turned in?**

- Online orders must be submitted by **midnight, Monday, February 12<sup>th</sup>** for delivered mulch.
- There will be no paper order and no day of sales this year.
- A minimum of 5 bags of mulch is required.

## DONATIONS

### How do my family/friends/neighbors make an online donation for Ergathon or Mulch?

- Anyone that wants to donate online can go to the Mclean Crew Club store and choose the appropriate donation button:
  - Mulch donation
  - Ergathon donation
  - (General) Donation.
- Each button allows the donor to specify the student's name.

### What is the difference between Ergathon and Mulch donations?

- Ergathon and Mulch donations can help to offset different payments due by you to the club:
  - Donations made via the Ergathon donation button under a student's name will help reduce their February 25<sup>th</sup> dues payment of either \$900 (option 1), \$1,150 (option 2) or \$1,750 (option 3).
  - Donations made via the Mulch donation button under a student's name will help reduce their final March 25<sup>th</sup>, \$450 dues payment.
- Donations are not refundable.

### What if someone uses the general "Donation" button to make an Ergathon or Mulch donation?

- Donations received via the "Donation" button under a student's name can be used to help reduce their February dues payment if received before February 15<sup>th</sup> and their March payment if received after February 15<sup>th</sup>.

## HOW MANY BAGS OF MULCH SHOULD I SELL?

### How much mulch should I sell if I want to fully cover my March 25<sup>th</sup> \$450 payment with mulch sales?

- Each student's March 25<sup>th</sup> dues payment will be reduced by \$2.00 for each bag sold - so if you **sell 225 bags**, you'll make your full \$450 payment.

### Should I stop selling once I've hit 225 bags?

- **Absolutely not.** Mulch sales help the club reach its overall revenues budget. Moreover, not everyone chooses to sell mulch so we need those who are really great at mulch sales to sell as much as they can. We'll award prizes for the top mulch sales. The club and rower share the benefit of the sales up to 225 bags; the benefit of any sales by an individual rower over 225 bags is the club's, although it indirectly helps the club keep dues manageable. Given the number of rowers, we are aiming to sell between 18,000 – 20,000 bags of mulch in 2024.

**Is there any limit to the amount of mulch I can sell?**

- It depends. If you sell early in the process, there will be no limit on the number of bags you can sell. But, since we cannot deliver more than approximately 18,000 – 20,000 bags, if we approach that number (which we hope to do this year) we may need to limit the number of sales for students still selling toward the end of the sales period. The bottom line is that you should begin selling your bags as early as possible so you don't risk losing the ability to reduce your March 25<sup>th</sup> dues payment by selling mulch.

**225 bags sounds like a lot. How many hours is that going to take me?**

- Results vary of course, but many families find that by sending emails to friends and neighbors and then knocking on doors for a few hours they can easily hit the 225 bag amount. Some customers buy just the 5-bag minimum but many buy 40 – 100 bags so this is a very achievable goal. Every student also starts with a lead list of customers who have purchased in previous years. We recommend reaching out to these customers as soon as you get your list to lock in your sales.