



Parent Information: Mulch Madness 2023!

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 4-5 (blizzard make-up date March 11-12)**

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, including any necessary processing of forms and checks.

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.*

▪ **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 Volunteer slots
- b) Food Assignments
- c) Supplies

HOW (SALES): Sales leads will be given to your athlete at practice as soon as possible (we're shooting for 1/23/23!). They will also be emailed links to the Sales Form, Sales Slip, Sellers Guide, Online Sales link, and a sample email for rowers to send to 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.
- We strongly encourage use of the Online Order System whenever possible. *NO credit card processing fee charged to customers.*

- Online Order Form will include *CHECK option* – for bank checks to be mailed by the customer or to be turned in by the athlete.
- If rowers receive hard copy orders, they must enter them into the website and then turn in checks and forms ASAP.
- No split deliveries. We will deliver to one address per order form. 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. Also, **delivery is only for orders of 10 bags or more**. Smaller orders need to be picked up at the school (or your rower could volunteer to bring them to their customers as an added benefit!).
- We also are offering a discount for customers who pick their order up, and we will not reach our overall sales goal unless we also obtain orders for pick up.
- Sales and donations reports will be available weekly showing individual athlete's progress.
- Options for purchaser: **Delivery to purchaser's home or receive a discount for customer picking up the mulch at MHS lot.**

DELIVERY/SALES CUTOFF:

- We are capping the total number of bags that can be delivered at approximately 18,000 - 20,000 bags. SO, please get your delivery orders in early as late orders or orders over the set amount will be accepted for PICKUP ONLY.
- **HARD sales deadline for DELIVERED MULCH is midnight Monday, 2/20**
- **HARD sales deadline for PICKUP MULCH is midnight Sunday, 2/26**
- Limited number of bags of mulch will also be available for same day sales at the MHS lot during delivery weekend.

DELIVERY AREA: Any address within MHS district. For outside district addresses, we may make exceptions for previous purchasers with larger orders. Please contact chairperson, Tasha Arora for permission to accept - mulch@mcleancrew.org.

HOW (DELIVERY): Starting on the afternoon of Friday, March 3 through the evening of Sunday, March 5, the Westmoreland parking 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 fork-lift operators (training/experience needed) as well as coordinators. **There will be a MANDATORY meeting in the first week of March for all volunteers driving trucks or cars.**

We'd like to thank our committee members, who are going to be working very hard between now and March 6, to make this happen! Emily Foster for Sales, Johan van Niekerk & Michelle Egorin for Yard, Flavia Dobroga for Routing, Bozena Kalita for Dispatch, and Liz Pham for Food Tent.

More helpful information on our website, www.mcleancrew.org. Questions: Please contact Mulch Chairpersons Sara Hernandez 571-201-9543 and Wendy Rath 703-298-0843, mulch@mcleancrew.org!

GO MCLEAN CREW!
