

McLean Crew Mulch Sales Guide 2025

Key dates:

- **Sales begin: Saturday, Dec 14th**
- **Leads credit (see details under SALES LEADS below): Monday, Jan 20th**
- **Sales End: Monday, Feb 17th**
- **Delivery date: Sat & Sun Mar 1st-2nd, backup date March 15th-16th**

Product: Premium quality - double shredded - dark brown - all natural - hardwood mulch. Pricing based on the size of the order (See Mulch Sales Handout 2025). **New this year: each order must have a minimum of 10 bags. Key reminders that are the same as last year: customers can only pay by credit card using the online store and delivery option only (no pickup). There are also NO day-of sales.** If your customer cannot use a credit card on the online store, we suggest having them write you a check (or give you cash) and then use your own credit card via the online store to purchase the mulch on their behalf, using all their customer information. This is up to you, if you are comfortable. We lost checks in the past somewhere along the journey from the end customer to the Treasurer's hand.

Sales Target: Every athlete is encouraged to sell 225 bags of mulch. **Credit: \$2 per bag sold is credited toward your SPRING dues, up to \$450.**

Delivery date: Sat & Sun, **March 1-2** (blizzard back-up date is March 15-16). We cannot schedule individual deliveries but will deliver sometime between Sat 8am and Sun 5pm. Delivery only to the end of driveway or front of yard – no special requests to back of yard or random locations, to ensure rower safety.

Delivery Area: Any address within MHS district (22043, 22046, 22101, 22102, 22182). For outside MHS district addresses, we will make exceptions for larger (approx over 50 bags) or legacy orders only **upon approval** by the Mulch Chairpersons. For any questions or exceptions please contact Wendy Rath and Michelle Egorin via mulch@mcleancrew.org **before** having the customer purchase the mulch.

Sales Information:

- **SELL NOW!!** The earlier the better! Sales cut off around 16,500 bags, pending review by the mulch committee.
- Sales deadline is Monday, Feb 17th.
- If a previous customer states during a phone call that they will purchase again, direct them to the Online store. **There is no credit card processing fee.**
- Nicely remind them to include the rower name so you get credit for the order! This is a required field.
- Since we do have a 10 bag minimum and we cannot split delivery locations for one order: Suggest that neighbors combine small orders so that they can reach the minimum delivery amount. For example, in a townhouse community where each resident may only want to purchase 3 bags, multiple neighbors could order together for delivery at one location. Think about if you want to offer to move the bags yourself to the other location, but note this will be on your own time, not during the delivery time on Saturday or Sunday in order to ensure we do get all bags delivered over the weekend! This may be worth it to make additional sales!

SALES LEADS

You will receive personal SALES LEADS: the names, addresses, and contact info of previous customers.

VARSAITY: Your leads are the people you sold to last year.

NOVICES: Your leads are either a graduated sibling's customers, or the customers of graduated/non-returning athletes.

SALES LEADS are **not** guaranteed to be your sale, you just get a head start on them. **If** a customer insists on another rower getting credit for your sale, we will honor the customer's request.

If one of your leads purchases mulch **before** Monday, January 20th, **and** they either put your name on the order **or** they don't put any name, **you will get credit for the sale.**

CONTACT YOUR LEADS ASAP before the **Boy Scouts** or another rower knocks on their door.

Send out emails as soon as possible. Use the email template to make it fast and easy!

Don't just send the email. If your leads don't make orders after a few weeks, **call them** or **knock on their door.** Read below for tips!

SALES Do's and Don'ts

DO! ☺ Wear your Crew Spirit Wear when selling in person.

DO! ☺ Follow up on your Sales Leads ASAP – call/visit/email your contacts SOON. Indicate that he/she is a previous customer and that they ordered X number of bags last year and you hope they will continue to support McLean Crew Club. (If you are a novice, you can mention the sales lead was reassigned to you because the senior rower graduated / rower did not return). See Sample Customer Email 2025.

DO! ☺ Relay that we are using the same supplier that we've used for many years to supply high quality – all natural – dark brown – double shredded – HARDWOOD MULCH!

DO! ☺ SMILE! Whether knocking on doors or speaking on the phone, a smile is your best selling technique.

DO! ☺ Hand them the Mulch Sales Handout so they have the QR code and **add your name** so they know what rower name to enter when placing their online order.

DO! ☺ Point out our mulch includes FREE DELIVERY the weekend of March 1-2 – should be a big selling point.

DO! ☺ Explain that McLean Crew raises all the money needed to operate the rowing team and receives no funding from McLean HS or Fairfax County.

DO! ☺ Ask for a donation to our 501(c)(3) organization if the prospective buyer is not interested in mulch and ensure they know this can be done online and is part of our Ergathon fundraiser.

DO! ☺ Make additional copies of Mulch Sales Handout

DON'T ☹ Leave forms in mailboxes. Try to speak directly to your neighbors.

DON'T ☹ Get discouraged or overwhelmed. This can be done!

DO! Ask questions anytime. mulch@mcleancrew.org