



# McLean High School Crew Mulch Sales Guide 2023

**Product: Premium quality - double shredded - dark brown - all natural - hardwood mulch.** Pricing based on the size of the order. **FREE DELIVERY FOR 10 OR MORE BAGS**, although buyers receive a 5% discount if they pick up their own bags at MHS.

**Sales Target:** Every athlete is encouraged to sell 225 bags of mulch. *Credit: Approximately \$2 per bag sold is credited toward your SPRING dues, up to \$450. Credit for paper forms or checks is given once the mulch committee processes the completed paperwork. Donations can also be credited.*

**Delivery date: March 4-5** (blizzard back-up date is March 11-12). We cannot schedule individual deliveries but will deliver sometime between Sat 8 am and Sun 5 pm. Delivery only to the end of driveway or front of yard – no special requests to back of yard or random location.

**Delivery Area:** Any address within MHS district (22043, 22046, 22101, 22102, 22182). For outside MHS district addresses, we will make exceptions for larger (over 50 bags) or legacy orders only upon approval by the Mulch Chairpersons. For any questions or exceptions please contact Wendy Rath or Sara Hernandez, [mulch@mcleancrew.org](mailto:mulch@mcleancrew.org).

## **Sales Information:**

- SELL NOW!! – the earlier the better! Prizes for top sellers. Sales cut off around 18,000 - 20,000 bags.
- Sales deadline for **delivery is midnight February 20**. Sales deadline for **pick-up only is February 26**.
- If a previous customer renews an order during a phone call, either 1) offer to bring them a form and pick up the check OR 2) direct them to the Online Order System.
- We encourage the **Online Order System** whenever possible. *NO credit card processing fee* and CHECK option. Direct buyers to [www.mcleancrew.org](http://www.mcleancrew.org) (nicely remind them to include your name).
- HARD COPY / PAPER ORDERS:
  - Please make sure the form is complete.
  - Collect the check.
  - **YOU** ENTER THE INFORMATION INTO THE MCC ORDER WEBSITE – put the order number generated after order completed online) on the top right corner of the form.
  - Immediately after entering, turn in orders and any checks to:
    - the CREW mailbox in the MHS Student Activity Office OR
    - designated rowers – Jack Kirk and Sky Rath

Your personal SALES LEADS are based on your/sibling's prior year sales or reassigned from seniors.

- Your leads are NOT guaranteed to be YOUR sale ~ they are a starting point.
- We will block your leads for you ONLY for 2 weeks, then all leads are opened for the entire club.
- Contact these people SOON – before the Boy Scouts or another rower knocks on their door.
- We have a delivery limit of around 18,000 - 20,000 bags this year. DO NOT WAIT TO SELL as sales after that threshold will be for pickup only.

## **SALES Do's and Don'ts**

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

**DO!** ☺ Follow up on your Sales Leads ASAP – either call/visit (best choice\*) or 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).

**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!** ☺ Encourage online sales.

**DO!** ☺ Make sure all customer information is completely and legibly filled out, in blue or black pen.

**DO!** ☺ Fill out your name in the “Sold by:” space for Rower Name on all paper forms.

**DO!** ☺ Point out our mulch includes FREE DELIVERY the weekend of March 4-5 – should be a big selling point.

**DO!** ☺ Let them know that they get a 5% discount if they pick up their mulch at McLean HS.

**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. If this is not done online, you should fill out and turn in an Order Form with YOUR NAME in the Sold BY spot and the amount, but there is no need for contact information.

**DO!** ☺ Make additional copies of Order Form at home, print from MCC website.

**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](mailto:mulch@mcleancrew.org)