



McLean High School Crew Mulch Sales Guide 2024

Product: Premium quality - double shredded - dark brown - all natural - **hardwood mulch**. Pricing based on the size of the order (See For Rowers Mulch Purchase Details Handout 2024). **New this year: each order must have a minimum of 5 bags, customers can only pay by credit card using the online store and delivery option only (no pickup). There are also NO day-of sales this year.** 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: Approximately \$2 per bag sold is credited toward your SPRING dues, up to \$450. Credit for online orders is given once the mulch committee processes the data from the online store. Donations can also be credited.*

Delivery date: Sat & Sun, **March 2-3** (blizzard back-up date is March 9-10). 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 (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! **Prizes** for top sellers each week. Sales cut off around 18,000 - 20,000 bags, pending review by the routing and dispatch leads.
- Sales deadline is Monday, Feb 12th.
- 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 the rower gets credit for the order. This is a required field.
- Since we do have a 5 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, two 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!

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

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

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).

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 Purchase Details 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 2-3 – 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.

DO! ☺ Make additional copies of Mulch Purchase Details 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