



## 2023 McLean Crew Club Holiday Fundraiser Seller's Guide

<u>PRODUCT</u>	<u>PRICE PER ITEM</u>	<u>REDUCTION OF DUES</u>
Fall wreaths	\$50.00 - \$54.00	\$5.50
Winter greenery	\$48.00 - \$70.00	\$5.50
Paw Thaw 12lbs	\$20.00	\$7.00

### FALL WREATHS & FRESH EVERGREENS:

\*Purchase through [giftitforward.com](http://giftitforward.com)

**\*Order Fall wreaths through October 31st; order Winter greenery through December 8th.**

\*Evergreen items are made from fresh balsam fir, with cedar, pine, and Alberta spruce; there is a large variety to choose from!

\*All WREATH and EVERGREEN orders **shipped directly** to your customers. Orders can be shipped anywhere in the continental US, so encourage your customers to purchase as gifts for their family and friends!

\*McLean Crew Club receives \$8 for each item sold; from that, rowers get \$5.50 toward their dues for each item!

\*Be sure to use Fundraising Code **MCLEANVA001** and the **ROWER'S NAME** as the Referring Member.



**PAW THAW:** purchase through [mcleancrew.org/online-store](https://mcleancrew.org/online-store)

\*Pet-safe, biodegradable ice melt packaged in 12lbs jugs with a convenient shake top. The non-hygroscopic formula is better for the environment. It is water soluble and odorless and will not damage floors and carpets.

\***Order Paw Thaw through November 26th.**

\*Rowers will deliver Paw Thaw to their customers! Use this as a selling point with your customers.

\*Customers need to add **ROWER'S NAME** to their orders.

\*McLean Crew Club receives \$10.50 for each jug or Paw Thaw; from that, rowers get \$7.00 toward their dues!

\*Local sales only.



**Award:** The top seller will earn a \$50 gift card!

### **SALES TIPS:**

**DO:** Spread the word! Visit neighbors, send emails, post on email lists, Facebook, etc.! We have included a sample email for you to copy, but person-to-person sales are the most effective.

**DO:** Wear your McLean Crew spirit wear when selling in person.

**DO:** Explain that our team raises all our own funding to operate and receives no school, FCPS, or Fairfax County funding.

**DO:** Make sure buyers know your name so you get credit for the sale!

**DO:** Share how wreaths and greenery will be the perfect addition to your customers' holiday décor.

**DO:** Tell customers that our holiday evergreens are very high quality, and our ice melt is pet friendly.

**DO:** Defray your 2023-2024 crew club dues.

**Questions?** Contact Brita Anderson at [vpwaysandmeans@mcleancrew.org](mailto:vpwaysandmeans@mcleancrew.org)