



Wreath Fundraising with Alpine Farms

*Over 65 years' experience helping
groups reach their profit goals*

Thank you for your interest in the Alpine Farms Wreath Fundraiser. Our products ensure your group is offering the highest quality wreaths and evergreens available while our comprehensive program makes it simple for your organization to generate profit.



Program Overview

Choose Your Sales Program: Bulk Sales, Direct Ship, or Both

Bulk Program Summary

- Pre-sell wreaths using the sales materials we provide
- All payments are made directly to your group
- Submit your Master order to Alpine Farms online by your selected due date with 50% deposit.
- Minimum order is 24 items. Only order what you need to fill your sales.
- Two weeks later your order is custom packed and shipped via FedEx in large case boxes
- Group members distribute the products and/or have a pickup day for customers.

Direct Ship Program Summary

- Out of town friends and family can still support your cause
- Purchases are made through our secure website using your unique group code
- Sales Period is October 1st - December 5th
- Each item ordered valued at over \$20 earns your group profit
- All items will ship directly to the customer or gift recipient(s) on the date they select
- Credit from online sales is applied to your bulk order or a check is issued to your group

General Pricing Information

All wreaths are quoted at delivered prices. EVERYTHING is included: the wreath with bow (where pictured), the boxing and handling, the FedEx freight, and sales materials. There are no hidden costs or fees.

There is no deposit required to sign up and you may cancel at any time. However, per the terms of the Fundraiser agreement (page 3) you will be charged \$25 if you cancel after receipt of the sample wreath.

ZONE 3 PRICING – Includes all delivery charges via FedEx

PRODUCT	YOUR COST (shipping included)	+ YOUR GROUP'S PROFIT	= SUGGESTED SALES PRICE
12" Candle Ring	\$14.75	\$10.00	\$24.75
20" Advent Wreath	\$18.00	\$10.00	\$28.00
20" Deluxe Wreath with Bow	\$18.00	\$10.00	\$28.00
22" Deluxe Wreath with Bow	\$20.00	\$10.00	\$30.00
26" Deluxe Wreath with Bow	\$24.00	\$10.00	\$34.00
22" Rustic Wreath	\$20.00	\$10.00	\$30.00
26" Rustic Wreath	\$24.00	\$10.00	\$34.00
28" Deluxe Cross Wreath	\$24.00	\$10.00	\$34.00
28" Deluxe Door Swag with Bow	\$16.00	\$10.00	\$26.00
15 Ft. Cedar Garland	\$16.00	\$10.00	\$26.00
extra Red Velvet Bow	\$1.00	\$0.50	\$1.50

24 Item Minimum, No Full Case Quantity Required





Participation Information: Sign Up Online at www.alpinefarms.com

1. Register your Group to participate and create your online account.
2. Select your Bulk Ship week and sample wreath ship date, or Direct Ship only.
3. Agree to the terms of the fundraiser:

“I certify that I am the designated decision maker for the organization named above and that I am over 18 years of age. Our organization agrees to pay for all products invoiced & shipped by Alpine Farms, including \$25 for the sample wreath should we decide not to participate, or a prorated charge for the sample wreath if the minimum order of 24 items is not met. Our organization agrees to pay a 2% per month finance charge on outstanding balances and all collection agency percentages and fees incurred by Alpine Farms in addition to our outstanding balances. Our organization understands that no credits will be issued for unsold product. Our organization agrees to report any claim or discrepancy within 48 hours of receipt of product and acknowledge that no claims for refunds, credits or replacements will be honored past this 48 hour window.”

4. You will have immediate online access to sales forms that you may download and customize.

Bulk Shipping Calendar and Order Deadlines

Order Deadline	Ship Week or Pickup	Order Arrival Date
October 30	November 13-17	FedEx Transit times vary from 2-6 business days based on your Zone, or distance from Alpine Farms, WA state.
November 6	November 20-24	
November 13	Nov. 27-Dec. 1	To determine your estimated arrival date, note your Zone from the top of pricing page 2 and see transit times below.
November 20	December 4-8	

Approx. FedEx Transit Times

ZONE 2 & 3	2 to 3 days
ZONE 4 & 5	3 to 4 days
ZONE 6	4 to 5 days
ZONE 7	5 days
ZONE 8	5 to 6 days

Notes Regarding FedEx Delivery

COMMERCIAL ADDRESS: (school, church, business)
Fed Ex will deliver Mon-Fri., Commercial Transit times do not include Sat., Sun., or holidays.

RESIDENTIAL ADDRESS: Fed Ex will deliver Tues.-Sat.

Residential Transit times do not include Sun, Mon, or holidays.

Remember: FedEx will not guarantee delivery dates/times.

- Orders are due two weeks in advance of your chosen ship week
- Orders will be shipped during the week you select, NOT necessarily on Monday of that week
- Orders are processed and put on the shipping calendar in the order in which they are received
- Orders submitted past the order deadline will ship out later in your chosen ship week.



More Dates and Deadlines

Sample Wreath Ship Dates		Direct Ship Dates
October 2	Complimentary Samples wreaths are shipped out in October ONLY. Color Sales Brochures will ship with sample wreath unless other arrangements are requested.	Order Online October 1 – December 5
October 9		Choose any ship date from November 15 - December 15. Items will ship directly to customer on date they select.
October 16		All purchases will be credited to your group's Bulk order balance due OR a check will be issued to your group after the Dec. 10 th final payment deadline.
October 23		
October 30		

Payment Due Dates & Information

<p><u>Bulk Order</u></p> <ul style="list-style-type: none"> • 50% deposit due when Bulk order is placed, or payment in full if you wish. • Pay with credit card online when you place order, or select option to mail in a check. • We do not need to have the check in hand the day you submit your order, but we do require the 50% deposit prior to shipping. • Any Direct ship credits will be applied to your balance due, or refunded if full payment has been made. • Final payment is due by December 10th. 	<p><u>Direct Ship Orders</u></p> <ul style="list-style-type: none"> • Your customers will pay Alpine Farms directly via credit card on our secure site, at www.alpinefarms.com/shop. • The Retail Prices listed include shipping and handling via FedEx directly to your out of town friends, family & customers. • All orders placed with your group's unique code will generate \$5 profit per item valued at over \$20. • Credits will be issued after the Direct Ship sales period ends on December 5th, either to your bulk order balance or via check.
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Sell Wreaths and Profit

Bulk Sale Procedure Details

1. Determine your Retail Sales prices

- Most groups add approx. \$10 profit to their cost by using our suggested retail pricing, but you are free to set any retail price you choose considering the demographics of your planned sales area.
- Some groups choose to offer items at a lower retail price to increase sales volume.
- NOTE - "Your Cost" is the total amount of money you will pay to Alpine Farms for each item, NOT the price you should sell the items for. You need to be sure to add your markup, or profit, to the cost.

2. Access Sales materials by logging into your account

- Download and customize the forms with your group name, contact information, pricing, and due date.
- Print as many forms as you need, and/or easily email them on to your salespeople.
- Utilize the email marketing template to announce your sale to friends, family and potential customers.

3. Begin your Sales Campaign

- Advertise and get the word out early! This program works best if you start your sales efforts in October.
- Utilize the sample wreath to showcase the quality of the items you will be offering.
- Make sure each salesperson has a Sales Brochure, Customer Order Forms, & Sales Recap Worksheet.

4. Collect a 50% deposit or Payment in Full at the time of sale

- PAYMENTS SHOULD BE MADE DIRECTLY TO YOUR ORGANIZATION.
- Leave the bottom receipt with customer at time of purchase.

5. Submit your Bulk order online by deadline you selected

- Retrieve all Member worksheets and payments from your salespeople and compile your order totals.
- Submit your order online by logging into your account.
- MINIMUM ORDER is 24 items. You don't need to order full case quantities, only what you have sold.
- You will receive an email copy of your order submittal, and then an official purchase order confirmation from Alpine Farms once your order has been processed and exact ship date assigned.

6. Remit 50% payment, or payment in full if you wish, when Bulk order is placed

- You may pay with credit card or select payment by check.
- We do not need to receive your check the day you place your order, just prior to shipping.
- Final Payment is due by Dec. 10th.

7. Receive Shipment and Distribute Products

- Your order will be shipped out on the date reflected on your official Purchase Order.
- We will provide you with FedEx tracking numbers for each case in your shipment. FedEx is extremely reliable, however they will not guarantee any delivery times.
- Carefully follow the "Receipt of Bulk Order instructions" we supply. Late claims cannot be honored.
- Salespersons should distribute the products they sold, or you may have a central pickup location/day. Items are not individually boxed or bagged as this is cost prohibitive. You may prefer to use an affordable roll of clear, office sized liner bags to distribute the wreaths.

Sell Wreaths and Profit

Direct Ship Sale Procedure Details

1. Online purchasing with credit to your group.

- When you sign up for the Alpine Farms wreath fundraiser your group will be assigned a unique checkout code.
- Simply refer all your out of town customers, or local customers who wish to send gifts, to our online wreath shop, at www.alpinefarms.com/shop
- For each wreath or evergreen item purchased valued at over \$20, your group will receive a \$5 credit.

2. Sales Period

- October 1st – December 5th
- Your customers will choose any ship date they wish between Nov. 15th and Dec. 15th.
- Purchases are shipped direct to the customer, and can be sent as gifts to multiple recipients addresses, including a personalized gift message.



3. Pricing

- Direct Ship pricing is displayed below. It does differ from your bulk pricing due to the fact that when we ship in bulk to one address the average cost is \$2-5 per item, however when we ship a single wreath to a residential address the average cost is \$12-15 per item.

4. Email Marketing

- Utilize the email marketing tool in the My Account area of our website to advertise your sale.
- The default message includes your group name and unique code, instructions on how to make a purchase, and links to Alpine Farms online wreath store.
- Personalize the email with information about how your group will use the proceeds, and be sure to remind people they can further their support by sending wreaths as gifts.
- Forward the email on to your salespeople for them to send to their contacts.

5. Minimum Order

- There is no minimum order to participate in Direct Ship only.

6. Group Credit

- \$5 credit for each wreath or evergreen item purchased, valued at over \$20, when your unique group code is entered at checkout.
- You will be able to see an earnings summary for online purchases by logging into your account.
- If you are participating in bulk sales, the credit will be applied to your bulk order balance due. If there is an excess credit, or if you are participating in Direct Ship only, a check will be issued to your group after the Dec. 10th final payment deadline.
- No credit will be issued to your group for orders that are cancelled.

Direct Ship Web Item*	Price**
22" DELUXE NOBLE FIR WREATH WITH BOW	40.25
22" PURE NOBLE FIR WREATH WITH BOW	37.25
22" RUSTIC CEDAR & NOBLE FIR WREATH	40.25
26" DELUXE NOBLE FIR WREATH WITH BOW	46.75
26" PURE NOBLE FIR WREATH WITH BOW	43.25
26" RUSTIC CEDAR & NOBLE FIR WREATH	46.75
36" DELUXE NOBLE FIR WREATH WITH BOW	101.25
36" PURE NOBLE FIR WREATH WITH BOW	95.25
36" RUSTIC CEDAR & NOBLE FIR WREATH	105.50
10LB. DECORATOR BOUGH MIX WITH BOW	42.25
22" CABERNET SAUVIGNON WREATH	62.00
30" CANDY CANE WREATH WITH BOW	42.25
22" CHARDONNAY WREATH	62.00
22" CINNAMON SPICE WREATH	58.00
12" NOBLE FIR CANDLE RING WITH 3.5" CANDLE	33.25
20" ADVENT WREATH WITH 4 TAPER CANDLES	41.50
28" DELUXE NOBLE FIR CROSS	46.75
15' FRESH CEDAR GARLAND	36.00
25' FRESH CEDAR GARLAND	43.25
75' FRESH CEDAR GARLAND CASED	112.75
22" HARMONY WREATH	52.50
SMALL HOLIDAY PACKAGE..Includes: 2- 22" Noble Fir Wreaths, 1-15' Cedar Garland, 1 32" Mantle runner, 2 Red Velvet Bows, and 2 wreath hangers	126.00
LARGE HOLIDAY PACKAGE..Includes: 2- 26" Noble Fir Wreaths, 2-15' Cedar Garland, 1-48" Mantle Runner, 3 Red Velvet Bows, and 2 wreath hangers	156.50
48" DELUXE MANTLE RUNNER	46.75
32" DELUXE MANTLE RUNNER	40.25
22" PEPPERMINT TWIST WREATH	58.00
22" SUGAR PLUM WREATH	63.00
28" NOBLE FIR DOOR SWAG WITH BOW	35.25
22" WHITE CHRISTMAS WREATH	52.50

*There are more items available online for Direct Ship, making it the perfect option for sending gifts and boosting profits. We choose the most popular items to be part of the Bulk program. Many of the online only items are much more labor intense to create, thus we are not able to offer them in the bulk program.

**All pricing includes ground shipping via FedEx within the contiguous U.S.





Chairperson Tips:

1. Begin your fundraiser by setting a profit goal and letting your members and customers know what the money will be used for. It will give your group a concrete sales figure to strive for, and your customers will have confidence that the products they are purchasing are supporting a good cause.
2. Offer sales incentives to your members. A small prize or award for the top seller(s) can make a big difference in your group's overall motivation and success.
3. Remind your salespeople throughout the sale about your goals, due dates, etc. Don't let them wait until the last minute, or more stress will fall on you when your order deadline approaches.
4. Recruit a motivated Co-Chair to assist you with the fundraiser. They can help you coordinate the overall sale or a special sales event, organize your members, assist with paperwork and money collection, and aid with receipt of the products and distribution when your order arrives.

Marketing Tips:

1. Advertise locally, through work, school, church – encourage your members to make a list of at least 10 people they could sell to who would love to support your cause.
2. Utilize the email marketing tool to highlight your sale and how you will use the proceeds and have members send it to everyone on their contact list.
3. Emphasize the “Green” nature of the items you are selling. All Alpine Farms Evergreen products are sustainably harvested from the forests of the Pacific Northwest. No trees are cut down in the process, and in fact trimming the trees helps improve the health of the tree and the overall forest. Also, all Evergreen Items are fully recyclable. The plant material can be composted and will biodegrade naturally, the metal wreath rings can be recycled, and the velvet bows can be reused.
4. Most of our industry competitors offer a cheaper, lighter weight Balsam Fir wreath, and your salespeople need to be armed with information about the first class product they are offering. The Noble Fir wreath has superior longevity, color, fragrance, and weight to any other wreath material. It is truly the five-star offering of the wreath industry.
5. Christmas is the most popular time of year for fundraisers. Use this to your advantage by encouraging customers to purchase items they can decorate with, and to send “Green” gifts to their friends and families.
6. Target local businesses that send out corporate gifts. We have years of experience handling large corporate gift orders, and can help you by working directly with the business to expedite the sale and include their customized corporate message.
7. Contact your local Newspaper and Radio stations to let them know about your sales event and cause. Many times they will offer free press releases or public service announcements.

Customer Reviews: Read Reviews online at www.alpinefarms.com/fundraising/

Many types of groups, children to adult, find success with the Alpine Farms Wreath Fundraiser. Non-profit organizations, School Bands, Scouting Groups, Sports Teams, 4-H Clubs, Service Organizations, Philanthropy Groups, Relay for Life Teams, & Youth Groups just to name a few.