

Boy Scout Troop 31's

2016 Holiday Wreath Fundraiser

As a member of Troop 31 there are many great outings and trips to participate in each year. The cost of these trips escalate each year. The Troop 31 Committee is always investigating way to keep funding available for these extra activities like big trips and High Adventure camping. However their first directive is the funding of monthly activities and programs and to continue to fund two weeks of Massawepie Scout Camp. To assist scouts and parents in affording the Big Spring Trip for 2017, we will be offering the Wreath Sale opportunity.

Each Scout should set a goal to sell 20-60 wreaths door to door or thru family, friends and co-workers. We know this is a large goal, but all proceeds will go to the scouts Spring Trip costs. Your scout will be earning @50% of each sale. So selling 40 wreaths should earn approximately \$400.00!

What does it take to be Successful?

- **Set a Goal** - Determine how many wreaths you are going to sell or how much money you want to earn for your account.
- **Time** – It will take some time to go door to door – set a schedule when you and one of your parents can take 1-2 hours to help you canvas your territory.
- **Make it a fun activity** - see how many houses you can do in two hours! Get out early and sell other organizations also sell wreaths at this time. Don't let them get to your customers before you do.
- **Practice Your Presentation** – Potential customers will be more willing to buy a wreath if you have a good presentation. A good presentation includes introducing yourself, explaining what you are selling, telling how you and the Troop benefit, and being able to answer questions about the wreaths (cost, delivery etc.)
- **Keep a Positive Attitude** – A positive attitude will help you achieve things you never thought were possible!
- If you need clarification on any part of this fundraiser, please contact Mr. Hellstern scoutmaster@troop31bsa.org for more information.

Calendar of Events

- Monday, October 3rd Wreath Sale Kick-off
- Monday, October 10 No meeting....TAKE ADVANTAGE AND SELL!!!!
- Monday, October 17 Turn in Order forms and payments at Troop meeting to Mr. Cummings
- Monday, October 24 Turn in Order forms and payments at Troop meeting to Mr. Hellstern
- Monday, October 31 No meeting....TAKE ADVANTAGE AND SELL!!!!
- Monday, November 7 Turn in Order forms and payments at Troop meeting to Mr. Cummings
- Monday, November 14 **WREATH SALE ENDS! ALL ORDER FORMS AND PAYMENTS DUE**
- November 27, 28, or 29 ALL SCOUTS help with wreath pick-up and sorting. (TBD)
- Monday, December 5 ALL FINAL MONEY DUE

Selling Suggestions:

- Memorize a script and stay with it. More you say it the better you will become at it!
- **Wear a Class A Troop 31 Shirt**
- Use a clipboard for the order forms – it makes it easier to write down the order. **TAPE YOUR SCRIPT TO THE BACK TILL YOU MEMORIZE IT.**
- Have the buyer fill out the order form. It will make it easier for them to remember their order later.
- Make sure they sign it, it proves they ordered the product. (we had problems with popcorn where the wife ordered the product but the husband refused the product)
- Keep separate order forms for each group of sales: territory, work, and friends. It makes delivering much easier.
- ***The order form is your only record of sale and delivery address - don't lose them!***
- Use a few large envelopes for keeping supplies, change for cash purchasers and collecting money
- Inform your customers when you will deliver their wreath.
- Bring a tape measure with you to help people decide what size wreath they need for their door.
- Ride your bicycle. It saves tons of time and people will be impressed by your efforts. (Stay off the grass though).

- Use a pouch or pack for your sales materials
- Be persistent. Keep going back until you get a Yes or No, and keep track of their answer. If you get a NO answer, thank them and ask if they would like you to stop by next year.
- When customers ask when to pay, politely tell them that now would be best so you can just deliver the wreath if they are not home on the delivery date. Ask if it is OK to leave the wreath by the front door if they are not home
- Make suggestions: “Would you also like another wreath for over your garage?” or “Do you need some for your office or work place?” Be polite, not pushy!
- Everyone you run into is a potential customer. Keep an order form in each vehicle. At a business for example, a parent may ask if they would like a scout to come by to take an order.
- **Be prepared with responses to overcome objections.** For instance, if they ask “*Why should I pay more than I did at Wal-Mart last year?*” you may respond “*Because we sell fresh, locally made here in New York items. We have a great-looking product and we offer a no needles in your car deliver service. You will also be helping scouts and your local community.*”
- Be confident. Sales take practice and your customers are not expecting perfection. Be your polite self and you will get the job done
- Sundays are a great sales day-especially when the Buffalo Bills are playing (and winning we hope)
- Try to keep chatting down to a minimum. Your goal should be to make as many stops as possible.
- It is best to sell in person, but do not hesitate to call customers if you have trouble finding them home.
- FYI, you may want to write down on a list or in excel all the people that purchased. If you want to do this again next year...you will know who to call on!!!

Delivery tips:

- Delivery should be the week of November 27th - December 3rd,
- Deliver as soon as possible.
- Make up a short thank you note to leave with every order. Include your name, troop and phone number. You might consider printing these on card stock, so they are more durable with the wreaths, which may be moist.
- If you got permission to leave the wreath by the front door if they are not home, simply place items with the “Thank you” note and wreath by the front door.
- Call ahead for money collections and large orders
- Keep the product cool until delivery (outside on a north facing deck out of the wind works best)
- Do not store wreaths in a heated area or vehicle
- Open-bed pickup trucks and trailers are very efficient for delivery
- Organize your delivery route. If you have collected money up front, this should be easy

Remember a Scout is Trustworthy, Loyal, Helpful, Friendly Courteous, Kind, Cheerful ...

If someone decides not to buy, smile and thank them for their time.
