

# Crete Plantations Holiday Fundraising Program

## **Option 1**

### **Retail Lot Fundraising (The Most Profitable)**

Our first fundraising option uses a retail lot sales approach. In this case, your organization orders (X) amount of trees, wreaths, and other products to sell in an open lot.

This is a popular fundraiser for larger groups such as Fire Departments, Rotary Clubs, and First Aid Squads. This option may be more risky, but allows for larger profits as you set your own prices. See the "How to" section for more details.

### How to - Option 1

#### Organizing your Retail Selling Lot

- Find a location that is visible from the road, easy to find, and has a large parking area. Your retail lot should be clean, free of mud, and sheltered from the wind.
- Obtain a municipal retail permit as per local requirements
- Set up an attractive tree display using wood or pallet racks
- Advertise with large signs along the road
- Ensure flexible working hours to capitalize on late-night shopping
- Set up lights and decorations to attract families and add to the experience

#### Advertising (Get known to get more sales)

- Have local merchants add fundraising flyers to their mailing lists
- Create an email list encouraging all employees to help support the fundraiser
- Hand out advertisements at your local grocery store or gas station
- Post advertising signs at local convenience stores

#### Pricing

- Develop your pricing strategy according to your market
- Decorate the Evergreen products to add value and make more profit



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#### How to Order

1. Print USA ordering-form [www.creteplant.com/PDF/English/fac\\_usa.pdf](http://www.creteplant.com/PDF/English/fac_usa.pdf)  
Or Canada ordering-form  
[www.creteplant.com/PDF/English/fac\\_canada.pdf](http://www.creteplant.com/PDF/English/fac_canada.pdf)
2. Fill out the forecast order form and forward it to Crete Plantations by fax, email, or phone (final order must be placed by cut-off date)
3. Get appropriate freight cost from us as per shipping address and quantities
4. Contact us to confirm your order
5. Payment terms: Deposit of 10% upfront and 90% upon delivery or as per agreement



#### Restrictions

- A minimum order of 100 trees can be shipped anywhere in the Northeastern United States and within a 200 mile radius of Sherbrooke, QC, Canada. Elsewhere, a minimum order of 300 trees must be placed and will be shipped with a pre-accepted freight cost.
- Wreaths and other Evergreen products must have a combined total of \$500 to be shipped throughout the US.
- All orders must be placed by November 24<sup>th</sup> 2009, this cut-off date can be changed by the supplier.
- As a rule, the more sales you get, the more products you get. This allows for lower freight costs, and equals more profit for your organization.

It will be our pleasure to discuss any general inquiries or questions you may have. Contact us [http://www.creteplant.com/contact\\_us.shtml](http://www.creteplant.com/contact_us.shtml) or feel free to call us at 1-800-663-7733.