



MULCH AND ERGATHON

CHEAT SHEET

WHAT'S NEW THIS YEAR

I've done both of these fundraisers before so just tell me what's new this year

- For Mulch, students/parents must enter any hard copy orders received through the online store before turning in their hard copy orders.
- All Ergathon donations and paperwork must be turned in by Wednesday, February 6th, 2019.
- All Mulch delivery orders must be turned in by midnight, Thursday, February 28th.
- All Mulch pick-up orders must be turned in by midnight, Sunday, March 10th.

MANAGING TWO FUNDRAISERS AT ONCE

If I am going to do fundraising this weekend, should I fundraise for Mulch or Ergathon?

- You can really do both since they have a different target audience.
- Mulch sales, which can happen between January 14th and February 28th (or March 10th if they choose to pick up their own mulch), can only be done locally since mulch can only be delivered within the McLean High School district.
- Ergathon donations, which can be solicited for between January 14th and February 5th, are just donations and we don't deliver a product. So while you can go door-to-door asking for these donations, it makes more sense to reach out to further away family and friends asking that they support your Crew Team efforts.

HARD COPY ORDERS

What do I do with the paper orders I collect going door-to-door in my neighborhood?

- There will be a box at practices where Mulch and Ergathon orders can be deposited.
- For Mulch, students or their parents must enter hard copy sales directly via the website and bring any checks and the original forms to the next practice. Remember, no mulch forms will be accepted for delivery after February 28th and after March 10th for pick-up.
- For Ergathon, the student should bring the hard copy order forms to practice on or before February 6th. After February 6th, no more order forms or donations will be accepted for the Ergathon

When do mulch orders need to be in by?

- Online orders must be submitted by **midnight, Thursday, February 28th** for delivered mulch.
- If your customer is willing to pick up their mulch at McLean High School on Saturday or Sunday, March 17th and 18th, they have until midnight on Sunday, March 10th to place an online order.

DONATIONS

How do my family/friends/neighbors make an online donation for Ergathon or Mulch?

- Anyone that wants to make a donation online can go to the Mclean Crew Club store and choose the appropriate donation button:
 - Mulch donation
 - Ergathon donation
 - (General) Donation.
- Each button allows the donor to specify the student's name.

What is the difference between Ergathon and Mulch donations?

- Ergathon and Mulch donations simply offset different payments due by you to the club:
 - Donations made via the Ergathon donation button under a student's name go toward reducing their February 25th dues payment of either \$900 (option 1), \$1,150 (option 2) or \$1,750 (option 3).
 - Donations made via the Mulch donation button under a student's name go toward reducing their final March 24, \$450 dues payment
- Please note, any donations received under a particular student's name that exceed the amount outstanding on that student's dues payment will be deposited into the general Crew Club account.

What if someone uses the general "Donation" button to make an Ergathon or Mulch donation?

- Donations received via the "Donation" button under a student's name will be used to reduce their February dues payment if received between January 14th and February 25th and their March payment if received after February 25th.

HOW MANY BAGS OF MULCH SHOULD I SELL?

How much mulch should I sell if I want to fully cover my March 24th \$450 payment with mulch sales?

- Each student's March 25th dues payment will be reduced by \$2.25 for each bag sold so if you **sell 200 bags**, you'll make your full \$450 payment.

Should I stop selling once I've hit 200 bags?

- **Absolutely not.** Not everyone chooses to sell mulch so we need those who are really great at mulch sales to sell as much as they can. We'll award prizes for the top mulch sales. Please note that once a student has sold 200 bags, the profits will be credited toward the Crew Club's general funds and not toward the student's individual dues payments.

Is there any limit to the amount of mulch I can sell?

- It depends. If you sell early in the process, there will be no limit on the number of bags you can sell. But, since we cannot deliver more than about 18,000 bags, if we approach that number (which we do every year) we may need to limit the number of bags for students still selling toward the end of the sales period. The bottom line is that you should begin selling your bags as early as possible so you don't risk losing the ability to reduce your March 24th dues payment by selling mulch.

200 bags sounds like a lot. How many hours is that going to take me?

- Results vary of course, but many families find that by sending emails to friends and neighbors and then knocking on doors for a few hours they can easily hit the 200 bag amount. Some customers buy just the 10-bag minimum but many buy 40 – 100 bags so this is a very achievable goal. Every student also starts with a lead list of customers who have purchased in previous years. We recommend reaching out to these customers as soon as you get your list to lock in your sales.