

McLean High School Crew

Mulch Sales Guide 2019

**McLean Crew Athletes**

Product: **Premium quality - double shredded - dark brown - all natural - hardwood mulch.** Pricing based on the size of the order. FREE DELIVERY, although buyers receive a 5% discount if they pick up their own bags at MHS.

Sales Target: Every athlete should aim to sell 200 bags of mulch. *Credit: Your sales offset your dues; see your membership agreement. Every dollar in donations while selling mulch, and $2.25 per bag sold, is credited toward your SPRING dues, up to $450. Credit for paper forms or checks is given once the mulch committee processes the completed paperwork.*

Delivery date: **March 16-17** (blizzard back-up date is March 23-24) We cannot schedule individual deliveries, but will deliver sometime between Sat 8 am and Sun 5 pm. Delivery only to end of driveway or front of yard – no special requests to back of yard or random location.

Delivery Area: Any address within MHS district (22043, 22046, 22101, 22102, 22182).  For outside MHS district addresses, we will make exceptions for larger (over 50 bags) or legacy orders only upon approval by Mulch Chairman.  For any questions or exceptions please contact Dawn McCarthy, mulch@mcleancrew.org

Sales Information:

* SELL NOW!! – the earlier the better! Prizes for top sellers. Sales cut off at 19,000 bags.
* Sales deadline for **delivery is midnight** **February 28**. Sales deadline for **pick-up only is March 10**.
* If a previous customer renews an order during a phone call, either 1) offer to bring them a form and pick up the check OR 2) direct them to the Online Order System**.**
* We encourage the **Online Order System** whenever possible. *NO credit card processing fee* and CHECK option. Direct buyers to [www.mcleancrew.org](http://www.mcleancrew.org) (nicely remind them to include your name)
* **NEW THIS YEAR: HARD COPY / PAPER ORDERS: PLEASE MAKE SURE FORM IS COMPLETE, COLLECT THE CHECK.** **YOU ENTER THE INFORMATION INTO THE MCC ORDER WEBSITE, PUT THE ORDER NUMBER** (generated after order completed online) **ON THE TOP OF THE FORM**. IMMEDIATELY AFTER ENTERING, TURN IN ORDERS AND ANY CHECKS TO:
	+ the CREW mailbox in the MHS Student Activity Office OR
	+ designated rowers Henry McCarthy or Michelle Cheng

Your personal SALES LEADS are based on your/sibling’s prior year sales, or reassigned from seniors.

* + Your leads are NOT guaranteed to be YOUR sale ~ they are a starting point.
	+ We will block your leads for you ONLY for 4 weeks, after that all are opened for entire club.
	+ Contact these people SOON – before the Boy Scouts or another rower knocks on their door.
	+ We have delivery limit of 18,200 bags this year. DO NOT WAIT TO SELL as sales after that will be for pickup only.

SALES Do’s and Don’ts

DO! ☺ Fill out your name in the “Sold by:” space for Rower Name on all paper forms.

DO! ☺ Wear your Crew Spirit Wear when selling in person.

DO! ☺ Follow up on your Sales Leads ASAP – either call/visit (best choice\*) or email your contacts SOON. Indicate that he/she is a previous customer and that they ordered X number of bags last year and you hope they will continue to support McLean Crew Club. (If you are a novice, you can mention the sales lead was reassigned to you because the senior rower graduated).

DO! ☺ SMILE! Whether knocking on doors or speaking on the phone, a smile is your best selling technique.

DO! ☺ Make sure all customer information is completely and legibly filled out, in blue or black pen

DO! ☺ Point out our mulch include FREE DELIVERY the weekend of March 16-17 – should be a big selling point. (They can pick-up at McLean HS and receive a 5% discount).

DO! ☺ Explain that McLean Crew raises all the money needed to operate and receives no funding from McLean HS or Fairfax County.

DO! ☺ Ask for a donation to our 501(c)(3) organization if the prospective buyer is not interested in mulch. You should still fill out and turn in an Order Form with YOUR NAME in the Sold BY spot and the amount, but there is no need for contact information

DON’T ☹ Leave forms in mailboxes. Try to speak directly to your neighbors.

DO! ☺ Make additional copies of Order Form at home, print from MCC website or ask for more at practice.

DON’T ☹ Get discouraged or overwhelmed. This can be done! Sign-up for a Call Center to get help and support making phone calls. Organize a group to go to a “hot spot” of prior year sales.

DO! Relay that we are using the same supplier that we’ve used for many years to supply high quality – all natural – dark brown – double shredded – HARDWOOD MULCH!

**\*\* DO! Ask questions anytime.** If you need HELP – ASK!! Dave or Dawn McCarthy at mulch@mcleancrew.org **\*\***