

2011 Fundraising Support Manual



deVry 
greenhouses Ltd.

Growing

Smiles

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About DeVry Greenhouses Ltd.

DeVry Greenhouses is a family owned and operated business. They specialize in growing Poinsettias during the winter season and have done so since their establishment in 1989. This company is focused on producing top quality product and providing excellent customer care.

We are one of Western Canada's largest wholesale growers and thus are able to deliver high quality plants at lower prices with customer satisfaction guaranteed. DeVry Greenhouses has five greenhouses in BC & Alberta with a total growing area of 35 acres. Our business extends throughout all of Canada and exports even into Washington state and Oregon.

All of us here at DeVry Greenhouses are excited to be working with you on your fundraising campaign. It is our privilege to offer you our 6.5" Poinsettias at similar prices that big chain buy them at. This way you will be able to sell at good prices and make great profits!

During your campaign we will work closely with you and be there when you need us. This is a great opportunity to raise extra money and at the same time spread Christmas cheer with top quality Poinsettias to your family, friends and sponsors!

Winter Fundraising is Fun and Rewarding

The Christmas season is always a wonderful time to raise necessary funds for your schools, departments, local teams, or other organizations. Customers are naturally excited to purchase Poinsettias for their home during the Holiday season so why should they not purchase one through their local school. They not only receive a Poinsettia delivered to their door, but also help support a worthwhile cause.

Most people will purchase at least one Poinsettia for their homes, so get the word out to everybody that **your school/club** will be selling Poinsettias. Your family, friends and neighbors will be happy to support their local schools, teams and organization.

Information on GST and HST



Just like any other sale, HST will apply on the sale of your Poinsettia order. HST will not be charged if you are located in Alberta, however, you will be charged GST. You can also find information on the HST in regards to fundraising at <http://www.cra-arc.gc.ca/E/pub/gp/rc4081/README.html>

There may be several different situations in which your school, the parent group, etc can purchase and sell the Poinsettias. For this reason, we cannot provide advice as to how your school will handle the sales tax from the sale and purchase of the Poinsettias. Your school should contact its representatives for sales tax advice.

More than just raising money to pay for valuable programs, a well-run fundraising drive can be an experience for students that educates, builds self-esteem, provides community service, and promotes school, organization and community spirit. It is also a great learning tool since they participate in a competitive activity which includes a sales process. For them, it is like running their “own little business.”



Fundraising- a Good Experience

Who are My Potential Customers



There are many people who you could contact. For instance, talk to your **family members**: parents, grandparents, aunts, uncles, brothers, sisters, cousins, etc.

Meet with your **friends and neighbors** - they know you and probably would be glad to help out your cause. From your neighborhood, branch out to other neighborhoods. Be careful, always use the buddy system and never go inside people's homes. If you are a student, have one of your parents go along with you to unknown neighborhoods.

Bring an order brochure to your work and/or your parent's work. You can show it to your **coworkers, boss** and put in the **break room**. Make sure if you do this to attach a sheet about who you are, what the group is, and why you are raising money. People are always interested in personal stories and usually want to help.

Stop by **local stores that you do a lot of business with** (i.e. dentist, hair salon, video store, etc.) and **town businesses**. Here you can have people purchase plants for their business. Sometimes businesses are willing to have you leave an order brochure at their business or allow you to have a display table on busy days for additional sales. Again, please remember to attach a sheet on who you are, what the group is and why you are raising money.

Go to your **family's groups and associations** (i.e. church, family organizations, sports, health club, etc.) Let the group leaders know and ask to have your fundraising information put in their newsletter – leave your phone number and when/if you are manning a table.

When Should I Meet with the Students—Organizing Your Calendar

Schedule:

Now—October 1st	Review all information and contact DeVry if you have any questions or need additional information.
October 01-October 31	Kick-off meeting with students.
October—Nov 21	Have fun while fundraising to reach your goal
Nov 01—Nov 21	Keep us posted on your progress, check availability if you need more plants, schedule your delivery date, etc
November 22-Dec 10	Await the scheduled delivery and re-deliver the plants to your customers!
December 14—Jan 1	Enjoy your deserved vacation!

Hey Students! In the next few weeks, you have a lot on your plate (work/school, homework, additional activities, family events and this fundraiser)! Wow, how will you get this all done! The best way is to have an organized calendar. Write all of your activities down on a day-by-day calendar and jot out a little time each day (maybe more on weekends) for this fundraiser. Luckily it is only a few weeks.

Determine exactly who you want to contact and go by area region. For instance, you may want to contact your family members first. They may be your best customers and it is a good idea to have your best customers on the top of your Order Brochure. *(When potential customers see what others have done they are encouraged to buy something too)*. After calling/meeting with your family, you can contact your neighbors next, as they are close walking distance.

At the same time you are doing this, have your family help you by taking your fundraiser information to their work place, social groups, etc. Have them find out who you should call at clubs etc., to get the word out on your fundraiser and how you can boost sales.

Next, start branching out by contacting local businesses. This will take a little more time so allow extra time in your calendar. Be aware of their hours of operation and when is the best time to stop by to talk to them. If you have a table at their business, have someone with you (if possible) and ask to be set up during their busy times (i.e. weekends, early evenings etc.) Overall, you will be busy but are doing it for a good cause and you will be glad that you so worked hard to achieve your group’s fundraising goal!

What Do I Need to Bring

Front Door Presentations: If you will be meeting people at their front door, bring the following:

- A. Fundraiser Packet: make sure you have your Order Brochure, and Payment Envelope.
- B. Calculator
- C. Clipboard (for easy writing)
- D. Pens



Leave Materials at a Business/Parent's Work: If you are leaving materials at a business and will not be there to monitor each order, please provide the following:

- A. An Order Brochure (with a sheet stapled to each one telling a little about you, your group and your fundraiser).
- B. A decorated box or decorated large envelope so that customers can put in payments.
- C. Depending on each business and where your materials will be located, you will want a sign promoting your fundraiser. Work with your group to design the sign. Find out from the business what type of sign (colors, size, etc.) is okay with them. Note how best you can mount the sign (tape, cardboard back, etc).
- D. Most of all, be considerate of the business owner and thank them for their generosity.
- E. Check back every couple of days to get the orders.



Manning a Table at a Group Meeting or a Business: If you are going to set up a table where you will be there to take orders, please note the following:

- A. Set up a table during busy periods (i.e. weekends, early evenings, etc.)
- B. Always have your table organized.
- C. Have bright posters at your table that are easy to read. Use large font size for letters and black ink is best for reading. Red, green and yellow colors are popular for headlines/titles.
- D. Have a cash change box handy with a lock on it.
- E. Have other items such as pens, calculator, paper, stapler, paper clips, etc.
- F. Have your packet materials there: The order brochure (with a sheet telling a little about you, your group and your fundraiser) and payment envelope. For breaks, put a sign out which states when you'll return.
- H. Remember that as long as you are sitting there, make the best of it, by always having your supplies handy, being friendly and motivated. You will want to get the most orders during the short time that you are there.

What Do I Need to Know

Products: The Poinsettias will come in 6.5” pots. All the plants will be in healthy condition and of high quality – comparable to garden centers. The plant height with the pot will be approximately 14-17 inches and the width will be approximately 14 inches. This all depends on the weather during the growing season, etc.

Plant Delivery: Plants will be delivered to your central group location on the requested day. To book your time please contact us via phone or email before November 21.

Once the plants are delivered, get them to your customers right away. We highly suggest you call your customers first to make sure they will be at their home/business when you want to deliver your products. Take this time to say thank you to your customers.

Product Substitutions: If a plant the customer orders is unavailable or does not meet our quality standards, we may substitute a plant of equal or greater value.

Product Guarantee: If you are not satisfied with the plants you receive, please call us right away so we can make any exchanges or refunds.



Sales Aids: Poinsettia Order Forms will be available on our website with other materials such as: Poinsettia Care Guide, Poinsettia Order Form, Help a Cause Posters, and pictures and write-ups that can be used for your own newspaper announcement, posters etc.

If you need **additional supplies**, log onto www.plants4nonprofit.com for material to download, customize and print at your convenience.

Fundraising Supplies

Preparing for this Fundraiser

Most of us get the jitters when thinking about talking to people and asking them to buy something from us. This is natural and with practice these jitters usually go away. Practice a lot ahead of time. Organize what you want to say and how you will use your hands during the presentation. Many times focusing on our movements and our dialogue will help us forget about being nervous.

Practice your actual presentation (fielding answers to questions and objections) in front of the mirror, with your family, friends (especially those within your fundraising group), etc. Remember all of us encounter obstacles every once in awhile. Often all a person needs is more information on your products.

Keep in mind how important this fundraiser is to your group and how important you are to making it happen!

**Answering
Questions and
Fielding
Objections**

The following are questions that you may encounter with suggested answers:

Who is DeVry Greenhouses Ltd?

DeVry Greenhouses is a family owned and operated business. They specialize in growing Poinsettias during the winter season and have done so since their establishment in 1989. This company is build and remains focused on producing top quality product and excellent customer care.

DeVry Greenhouses has 5 greenhouses in BC & AB with a total growing area of 31 acres. Our business extends throughout all of British Columbia, Alberta, Saskatchewan, Manitoba and Washington.

What if I am not satisfied with my purchase?

If you are not satisfied with any of your plants, you should call the group coordinator immediately to arrange for an agreed solution.

Isn't \$ _____ a lot for this item?

The cost of this item is comparable to others of this quality and size in a garden center. Also our group will receive \$ _____ per plant which is the best of both worlds. You receive a great product and support us in reaching our fundraising goal.

***Thank you for
doing business
with DeVry
Greenhouses Ltd.***

CONGRATULATIONS ON A JOB WELL DONE!

A Holiday Guide to Poinsettias



To Care For Your Poinsettia

- DO** place your plants in indirect sunlight for at least six hours per day.
- DO** provide room temperatures between 68° -70° F or 20°C-21°C.
- DO** water your plants thoroughly when the soil feels dry to the touch.
- DO** use a large roomy shopping bag to protect your plants when transporting them.
- DO** fertilize your plants after the blooming season with a balanced, all-purpose fertilizer.

- DON'T** place the plants near cold drafts or excessive heat.
- DON'T** expose your plants to temperatures below 50°F or 10°C.
- DON'T** allow plants to sit in standing water.
- DON'T** expose your plants to chilling winds when transporting.
- DON'T** fertilize your plants when they are in bloom.

Poinsettias Are Not Poisonous!

The "old wives' tale" that poinsettias are poisonous is simply not true. The Society of American Florists and Ohio State University conducted a scientific investigation disproving the charge that poinsettias are harmful. In fact, the Poisindex® Information Service states that over 500 leaves ingested by a 50-pound child would demonstrate no toxicity. Of course, like all ornamental plants, the poinsettia is not intended for human consumption. (And who has room for a poinsettia after all the other holiday goodies!)

Poinsettias can be used in such a variety of ways, they always make a wonderful gift. You never have to worry if the recipient already has one, since poinsettias look best displayed in groups. From a centerpiece on your holiday table to a miniature decorating the corner of an office desk, to a colorful hanging basket that can brighten any room, the poinsettia is always a perfect fit. Give one as a gift this Winter Holiday!

Selecting a Healthy Poinsettia

Choose plants with thoroughly colored and expanded bracts. The bracts are the colorful part of the poinsettia, while the true flowers are the small yellow centers. Look for plants with dense, plentiful foliage all the way to the soil line. The plant should be about 2x times larger than its pot size. Select plants with strong, stiff stems and no signs of wilting. Be wary of plants displayed in paper, plastic or mesh sleeves, for these can reduce air flow.

After the Holidays

With proper care, your poinsettia can last long past the holiday season. Here's how:

By early April, when the colored bracts begin to turn or fall, cut the plant back leaving four to six buds. Keep the plant near a sunny window, water and fertilize regularly, and by the end of May, you should see vigorous new growth. Cut your plant back again around July 4th and again by Labor Day to promote compact, full growth. Continue to nurture your plant as Autumn nears.

The Poinsettia begins to set buds and produce flowers as the nights become longer. Beginning October 1, keep the plant in complete darkness for 14 continuous hours each night by moving plants into a dark room or placing a large box over them. During the day, allow six to eight hours of bright sunlight. Continue this for eight to ten weeks, and your plants will develop a colorful display of holiday blooms!

<http://truthorfiction.org/rumors/poinsettias.htm>