

GREENERY SALES OVERVIEW & INSTRUCTIONS

FORTY YEAR TRADITION

Troop 70's Greenery Sales Campaign serves as our annual—and only—fundraiser each year. Unlike most troops, we have no sponsoring organization, so we rely on the greenery sale to fund the activities of the troop, specifically the National Jamboree. Historically, the troop has covered one-half of the cost of the Jamboree fee for each scout who attends. The National Jamboree takes place every four years and it takes strong sales in each of the four years to cover that fee. These proceeds also help to defray the cost of all of merit badges, troop neckerchiefs, etc.

Every scout is expected to sell at least \$500 in greenery. It usually takes only about 18-20 orders to reach this goal. The scout earns a commission equal to ten percent (10%) of all his sales proceeds in excess of \$500 – his to keep. Our annual expenses (including the 50% Jamboree contribution per attending scout) are not entirely covered by this \$500 minimum, so we count on our boys to sell more than the \$500 minimum if they can, to make up that difference—and most do.

Fortunately, this product is VERY popular and practically sells itself. Our boys enjoy a great deal of repeat business, so it's important for our new scouts to get their customer base going in the first year. Then they will have it to build on in subsequent years.

Susan Beecherl and Anne Spradley are our Greenery Chairmen this year, and will be pleased to answer any questions you may have. Their contact information is listed below.

❖ SALES CAMPAIGN-Dates and Prizes

The actual sales campaign begins September 27 and ends at 5:00 PM, November 1. In order to receive credit for sales for the previous week(s), all orders must be entered online no later than 5:00 pm

Tuesday (prior to troop meetings). Orders submitted after that time will be credited toward the following week.

First week (closing at 5:00 p.m. on October 4)-patrol points will be awarded to the patrol with the highest sales total.

A prize will also be awarded to the top salesman with the highest sales total during the first week of the campaign.

Second week (closing at 5:00 p.m. on October 11)-prize will be awarded to the top salesman with the highest sales total during the second week of the campaign.

Third week (closing at 5:00 p.m. on October 18)-prize will be awarded to the top salesman with the highest sales total during the third week of the campaign.

Fourth week (closing at 5:00 p.m. on October 25)-prize will be awarded to the top salesman with the highest sales total during the fourth week of the campaign.

Fifth and final week (closing at 5:00 p.m. on November 1)-prizes will be awarded the top 3 salesmen with the highest sales totals for the entire campaign.

All prizes will be awarded at the troop meetings.

❖ THE PRODUCTS

We sell five (5) different products:

Mixed Evergreen Centerpiece [C5] -A 14 inch holiday centerpiece for a table comes pre-arranged in moistened oasis foam in a green bowl, with pine cones to attach, for \$18.00 each.

Western Cedar Garland [G3] – The cedar garlands are 10 feet long, perfect for a mantle or staircase. It generally takes 2 to decorate the average door, for \$25.00 each.

22-inch Mixed Evergreen Wreath [W4] – The 22 inch wreath sells for \$26.00 each.

22-inch Mixed Evergreen Gift Wreath (mailed to recipient) [W4M] –This product is the same as W4 but the scout won't be delivering the wreath. The customer provides the scout with delivery information. The greenery will be shipped directly from the supplier to that address. This wreath is priced at \$39.00 each-the higher price covers the shipping costs.

NOTE: For the **W4M wreath product**-Enter the sale into the on-line data base as you would any other order-customer contact information. **Enter the shipping address and message for the gift card on-line.** Collect the payment when the order is placed. Hold on to the money until the collection period begins-November 29th.

28-inch Mixed Evergreen Wreath [W3] – This larger wreath is priced at \$32.00 each.

❖ **SELLING & ORDER ENTRY**

Some scouts, especially those who have “sold” before, often can sell their products over the phone, or by email. Others prefer going door to door in the neighborhood, working with the flyers and order forms.

However the scout chooses to do it, all scouts are asked to enter their sales each week into the online database we provide. **PLEASE NOTE: documents and instructions will be found at www.troop70.org. The online greenery order system will be found at www.troop70greenery.com. You can access this site for online order entry via a link on the Troop 70 site.** Detailed instructions and examples for order entry are provided on the Troop 70 website-click on fund raising and scroll to bottom of the page. Please look over the

instructions and illustrations before you begin. **The password for the online order system is greenpass. The scout's personal access number is on the card he received at the September 27 troop meeting.** If you are experiencing “technical difficulties” with the order entry system, please contact Bob Pospick at his number, listed below.

Scouts who were in the troop last year will find their customer list from the last two years in the Online Order System. The password to access your previous sales is “pastsales.” Select your name from the drop-down list and enter your personal access number. The list of previous customers from 2010 and 2009 will appear. Print the list and exit the system. Enter the system with the password “greenpass” to enter 2011 orders. Your previous customers are “protected” from solicitation by other scouts for the **first week only** (until Tuesday, October 4 @ 5:00 pm), so be sure to call those customers **immediately.**

- New scouts, you should start your sales by calling family members and close friends.
- Each week (by 5:00 PM Tuesday), enter all of your “new” orders on the online order data entry site found on the website – www.troop70greenery.com.
- Again, use your worksheet to take customer orders as you sell and then use that worksheet to enter the orders online. **Please record the customer's email address-very important.**
- To avoid last minute technical difficulties, we ask that each scout enter at least one order before the next meeting on October 4. That way, any problems with your online order system can be corrected—please call Bob Pospick with technical problems only. If you need any additional instruction on your data/order entry, call Susan Beecherl.

- Additional “Pick-up” Sales – Every year, customers want more greenery or run late getting back to their scouts, or scouts just want to try to sell some more if they can. Every year, we order just a little extra...it is OK to take orders after Nov. 1, but **ONLY ON A “SUBJECT TO AVAILABILITY” BASIS**. If you have a sales opportunity, tell your customer you’ll check to see if you can get that product. Just email your request to Mrs. Spradley at aspradley@legalsearch.com or call her at 214-801-2901, and she will determine whether we can fill it...if we can, she will tell you when you can pick up that order. You will pick it up at 2901 Bryn Mawr.

❖ DELIVERIES

- The delivery truck will come to Mrs. Spradley’s home at 2901 Bryn Mawr on the Sunday, November 27 (Thanksgiving weekend). Patrol leaders and APLs are expected to be available to unload the truck on that Sunday morning. So please be prepared when we call to tell you the exact time for the truck’s arrival. Each PL will take his patrol’s greenery home. After this initial delivery and distribution to patrols, the only greenery left at the Spradleys’ should be what we have available as extra greenery, to fill **approved** orders that trail in after the sales period is over.
- PLs and APLs are responsible for getting the greenery to all scouts in their patrols. PLs will call or text scouts to collect their greenery Sunday afternoon at the PLs home. If you do not hear from your PL, call his to arrange a pick-up time.

❖ COLLECTIONS/COMMISSIONS

Collect money upon delivery of the greenery. If you receive money during the sales period, please hold it. **We are not accepting money until the November 29th troop meeting**. At that meeting, we will have a table set-up to take and record your money and provide a receipt.

- We will collect greenery money on three Tuesdays only-November 29, December 6 and December 13 at the troop meetings. We *will* be taking collections on the night of the Christmas banquet. All monies are due before school is out for the holidays and before you leave town. We have to pay the vendor before the end of the year.
- Your ten percent commission, if you are to receive one, will be calculated and handed or mailed to you after we have accounted for all sales. In order for you to receive it, you must be “balanced out” with the troop; i.e., your sales proceeds turned in must match what you ordered. Your commission of ten percent (10%) of your sales that exceeded \$500.00 will be calculated to the nearest \$25.00 increment, rounded down. For example, if you sold \$839.00, your commission would be \$32.50...that’s $(\$839.00 - \$500.00) = \$339.00 \div \$325.00 \times 10\% = \$32.50$ commission. This keeps our accounting reasonable and encourages you to “sell up” maybe just a little.

❖ ASSISTANCE

If you have any questions, Susan Beecherl and Anne Spradley will assist you, at the meetings or by phone throughout the sales campaign and collection periods. For technical assistance only, Bob Pospick is your contact by phone or at meetings. Good luck to all you Troop 70 scouts, but remember...as important as this is to our Troop, it’s just as important that you have fun doing it. So be safe, use your common sense and make some money for yourselves...that’s the most fun of all.

❖ CONTACT INFORMATION

Susan Beecherl 214-403-5152

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Anne Spradley 214-801-2901

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Bob Pospick 214-368-3926

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❖ **AVAILABLE DOWNLOADS** -- Look for these forms and documents on the Troop 70 and Greenery Sales websites. They are available for you to download and print them off as you need them.

- Greenery Sales Overview & Instruction (this document)
- Online Greenery Order Entry Instructions
- Product Flyers
- Worksheets