

Poinsettia Fundraiser

BEST PRACTICES

*Beautiful
Plants.
Brighter
Community.*



Before Your Event

- Determine your pricing and familiarize yourself with the product options. Adjust pricing according to your fundraising goal.
- Note; some colours sell out faster than others. We may have to make substitutions on occasions.
- Decide your offerings; sizes, colours and pot covers.
 - We have a variety of sizes available. You do not need to sell all available options.
 - Determine if you'd like a specific colour of pot covers on your orders. Be sure to let us know when your order is submitted.
- Update your individual order form with:
 - Group Name
 - Pricing (Remember; you get to decide the sell price for each item)
 - Fundraiser deadline, so your group knows when forms must be submitted to your fundraiser coordinator, to be compiled in to the group order form
 - Expected Delivery Date; When you expect poinsettias to be ready for pick up, or when you will be delivering. Remember; Salisbury needs 5 business days to prepare your order.
- Assign one person to own the master order. Trying to track this across multiple volunteers leads to mismatched totals.
- If you plan to pick up your order, please ensure you have a heated vehicle. Poinsettias are sensitive to the cold and will not survive in the back of a truck.
- Determine your process for distributing orders. A few options we suggest;
 - **Recommended:** Centralized pick up location; (i.e. your dance studio, sports arena, school, etc.). Sent out a notice to purchasers to notify them of pick up date, time, and location. Bonus: determine this ahead of time so you can notify people at the time of purchase.
 - Hand delivery by the individual. Everyone that sold Poinsettias is responsible for delivering to their customers.
 - Hand delivered by the group. Set up a distribution group that will be responsible for delivering.
 - Keep in mind: **Poinsettias are very sensitive to the cold! If you opt for hand delivery, please ensure you have a warm vehicle for transport and do not leave poinsettias outside!**



Product	Wholesale Price	Recommended Resale Price
4" Poinsettia	\$4.50	\$4.99
5" Poinsettia	\$8.00	\$9.99
6.5" Poinsettia	\$12.00	\$14.99
8" Poinsettia	\$22.00	\$24.99
12" Poinsettia	\$55.00	\$64.99
10" Christmas Garden	\$36.00	\$44.99
Dressing (Bows & Ting); 5", 6.5"	+\$8.00	+\$10.00
Dressing (Bows & Ting), 8"	+\$11.00	+ \$13.00

Available Colours:



Red



White



Marble



Jingle Bells

Add on dressing, only available for 5", 6.5" & 8" options.



Timing

- Run your selling window during the first three weeks of November. Starting earlier gives you more selling time before the seasonal rush; starting later cuts into your buyers' decision time.
- Let your buyers know your Fundraiser timeline. Take in to account; Salisbury will need one week after you submit to prepare your.
 - I.e: "Our fundraiser is running until [Date]. Your order will be ready for pick up [Date]"
- Submit your compiled order & payment. We need a full week after that to prepare your order, and must have payment in full before pick up.
- If you want delivery rather than pickup, book your delivery date by mid-November — delivery dates fill up quickly as the season progresses. Pickup avoids this deadline and saves the delivery fee entirely.



Collecting Payment

- Your group is responsible for paying for the entire order once submitted. Payment must be made before Poinsettias are picked up.
- We accept credit card, cheque or e-transfer
 - Cheques payable to: Salisbury Greenhouse
 - E-transfer to:
melinda@salisburygreenhouse.com
 - Please include 'Poinsettia Fundraiser, [Group Name]' in the payment notes for e-transfers.



Pickup or Delivery

- Pickup is available at both Sherwood Park and St. Albert at no cost.
- Delivery fee is calculated based on your location. Fees start at \$60 within Sherwood Park. If keeping 100% of your margin matters, factor the delivery fee into your pricing before you commit to it.
- Confirm your delivery/pickup date, preferred time of day (note: time cannot be guaranteed), and pickup location in writing when you submit your order.
 - Delivery can be scheduled Monday-Friday, 9am – 4pm.
 - Pick up 7 days of week, during opening hours. Please plan to arrive at least an hour before we close to ensure we have sufficient time to load your order.



RED



WHITE



JINGLE BELLS



MARBLE

*A little
holiday magic,
grown locally.*



10" GARDEN



DRESSED POINSETTIA

