



Leader's Tips

Four Very Good Reasons to Use Breck's for Your Next Fundraising Program

1. Earn up to 45% for Your Organization

Everybody loves flowers because they make the world a better place. Let your organization do its part in creating a prettier and more colorful world while making money for your cause at the same time. You can feel better about selling Breck's bulbs and plants.

Breck's bulbs and plants will return year after year and so will your buyers. They'll be thrilled with the beauty that you've added to the world around them.

WE GUARANTEE THAT YOUR CUSTOMERS WILL BE 100% SATISFIED!

2. Eliminate the Hassle

We're parents and members of organizations, too. We know what a hassle some programs turn out to be. At Breck's, we do the hard part. It's easy to motivate program participants to sell our plants when they see the great prices.

We ship bulbs and plants directly to your customers at the proper planting time.

They'll love the size, beauty and health of our high-quality bulbs that are perfectly packaged, complete with easy-to-understand planting instructions.

We guarantee that your customers will be 100% satisfied. Breck's bulbs and plants are always *100% Guaranteed!* In fact, we'll provide a merchandise credit or replace any item if your customer isn't happy with it.

3. Feel Comfortable with Your Fundraising Program

No more unwanted or unappreciated products. Fundraising with Breck's bulbs and plants is a program that you can be proud to run because you'll be helping to create a more attractive environment while earning big money for your organization.

4. A Breck's Fundraising Specialist will be assigned to you to ensure a very successful program.

Call 937-667-2491 ext. 3528 www.fundraisingwithflowers.com





Leader's Checklist

1. Order Fundraising Kits

Each Breck's Fundraising Kit includes fundraiser catalogs, fundraiser order forms and a fundraiser brochure. We'll provide as many kits and extra components as you need.

2. Set Start and End Dates

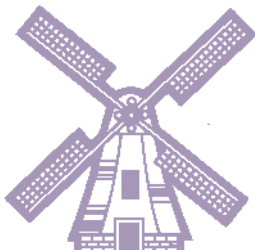
Spring-flowering bulbs, such as tulips and daffodils, are planted in the fall. The most successful leaders set a two week sale deadline.

Create a sense of urgency! When the two week period ends and the sale is still going well, you may decide to extend it.

3. Set a Goal

Goals should be realistic and easy to understand. Let the sellers know the amount they need to raise to make the goals more believable. For example, you may need to generate \$3,000 so the school band can buy a tuba. This is an understandable goal that students may easily grasp. Always keep the fundraising goal in front of the group.

- a. Remind sellers daily about the purpose for fundraising.
- b. Ask who has sold.
- c. Ask the sellers to tell the group how they made the sale, so the others will be encouraged to help.
- d. Thank the sellers for their contribution to the group.
- e. Remind them of the incentives on a daily basis.
- f. Be enthusiastic; the students are taking their lead from you.



4. Review the Program with All of the Participants

Show them the catalog and order form. Be enthusiastic and positive—the participants are doing a good thing for the organization and for the environment.

5. Schedule Review Sessions

Be sure to schedule at least two reminder sessions prior to the end of the program. This will help to keep everyone involved and motivated. Perhaps a little competition between groups or among individuals can build excitement as well. Tally daily sales totals and present them to your group so they can see how they are doing.

6. Send All Participants' Order Forms to Breck's

Feel free to make extra copies of the order forms for your records. Keep your organization's share of the product dollar total. Send Breck's the remainder, plus the total shipping dollar amount together in one check.

We will ship all orders to your participants' customers at the proper planting time for their area. All orders will include easy-to-follow planting instructions and information regarding how to contact Breck's if there are any questions or problems.

