

TIPS FOR A SUCCESSFUL FUNDRAISER

**Vesey's Bulbs**

FUNDRAISING PROGRAM
1-800-363-7333



YOU EARN
50%
PROFIT

**INFORMATION TO ENSURE
THAT YOUR VESEYS FUNDRAISING
PROJECT IS A HUGE SUCCESS.**

**THIS BROCHURE INCLUDES HELPFUL TIPS TO MAKE
YOUR PLANNING, SALES AND DELIVERY AS
EFFICIENT AND SIMPLE AS POSSIBLE.**



*PO Box 9000, Charlottetown, Prince Edward Island C1A 8K6
phone: 1-800-363-7333 fax: 1-800-686-0329 www.veseys.com*

BEFORE THE SALES CAMPAIGN

- ✓ Order your supplies. You will need Colour Brochures, Order Forms and Payment Collection Envelopes. All these items are FREE so don't be shy to order a few more than you think you need. Typically groups will order a sufficient quantity to have one of these items for every person in their group. We will always send a few extra Order Forms should some of your better sellers find that one is not enough.
- ✓ Determine your Sales Campaign dates - your Sellers will need to know exactly when they have to turn in their Order Forms and money. Veseys's offers both a Spring and a Fall Program so you will need to keep our order deadline dates in mind when establishing your sales campaign. Our Spring Order Deadline is May 1st and our Fall Order Deadline is October 15th.
- ✓ Your Sellers should complete the necessary information on their Payment Collection Envelopes and their Order Forms before they make their first sale. As well, each Seller should print the name of the Organization they are raising money for on the back page of the Colour Brochure.
- ✓ To Order all your FREE materials, call us toll free at 1-800-363-7333 or contact our Fundraising Co-ordinator Alma McGuire by email at alma@veseys.com

DURING THE SALES CAMPAIGN

- ✓ Like any fundraising project, friends, relatives, neighbours and co-workers are your best bet as customers. Given the advances in technology over the last few years, don't ignore such powerful tools as email and facebook as a way to reach potential buyers. Create your own facebook page containing details of what you're raising money for and the items you are selling to achieve this goal. Email all the local contacts in your address book inviting them to contact you should they be interested in making a purchase. You can go to the Veseys web site (www.veseys.com) and download a pdf of the colour brochure so that you can attach that to your email to friends and co-workers.
- ✓ In many cases, children are the primary salespeople for this type of fundraiser. Gather your group together in advance of the Sales Campaign and go through all the various items in the brochure. While there are detailed descriptions for every item in the brochure, your sales efforts will improve if you take the time to build your Sellers' confidence with the product they are selling.
- ✓ Utilize all of the free publicity vehicles that are open to you in your community. Frequently the various radio and cable TV stations will provide public service announcements that promote the projects of local non-profit organizations. Issue press releases to all the local media outlining your campaign - the dates, your goals, the products you are selling and how the general public can get in touch with your organization.
- ✓ Take advantage of some high traffic locations. Speak to the management at any of your local shopping centers. Have several representatives from your organization set up with brochures and information on a Friday evening and all day on Saturday. Most high traffic locations will draw interest (and sales) to your project. In the case of younger Sellers, it's always good to have a parent or two in attendance at these locations to assist with making change and answering questions.

AFTER THE SALES CAMPAIGN

- ✓ Your Sales Campaign should end at least 2 to 3 weeks before the Vesey's Order Deadline. This is important so as to leave sufficient time for the Chairperson to compile the various orders and complete the Master Order Form. If using the postage paid Vesey's Business Reply Envelope, your Master Order Form and cheque should be mailed at least 10 days before the Order Deadline.
- ✓ To complete the Master Order Form you will need all the individual order forms and money from each of your Sellers. You will need to tabulate the total quantity for each of the items listed and enter that number on the Master Order Form. It is very important that all the information asked for on the Master Order Form is completed so we have the ability to contact you should the need arise.
- ✓ It is extremely important that you keep your copy of all the individual Order Forms that have been handed in by your Sellers. You will need these forms when packing your customers' orders once the products you have ordered arrive.
- ✓ The Master Order Form is a two-part document. You are to send the top (white) copy along with your cheque to Vesey's. The bottom (yellow) copy can be kept by you as a record of your order. Please ensure that only one cheque or money order accompanies the Master Order Form and that this cheque is made payable to Vesey's Bulbs.
- ✓ Please keep in mind that our operating system requires a form of payment (cheque, money order, Visa or Mastercard), before an order can be processed,

WHEN YOUR PRODUCT ARRIVES

- ✓ Most of our orders are shipped by Canada Post. Despite the fact that all boxes in your shipment are sent out on the same day, you may receive some boxes one day with the remaining boxes a day or two afterwards. If, for instance, there are 5 boxes in your shipment, they will be marked as 1 of 5, 2 of 5, etc. Please wait 3 business days before contacting us regarding missing boxes.
- ✓ All the paperwork (your detailed receipt), will be included in the box marked as Number One. Also included in box Number One will be the FREE Delivery Bags that you have ordered on the Master Order Form. The enclosed receipt will list the quantities of each item you have ordered. If there is a discrepancy between what was ordered and what is on this list please contact us immediately at 1-800-363-7333.
- ✓ It is very important that you have received the correct quantities of the items you have ordered. As you open the boxes containing your order it is suggested that you isolate each of the separate items into groups based on their Item Letter. Once you have verified that the quantities received have matched the quantities you have ordered, you can then establish your assembly line for gathering your customers' orders. **DO NOT START PICKING CUSTOMERS' ORDERS** until you have verified the accuracy of what you have received.
- ✓ We guarantee the quality of all our products. If any items contained in your order do not meet with your approval **UPON DELIVERY** they will be replaced free of charge. **DELIVER YOUR PRODUCT PROMPTLY.** You are handling live product and lengthy storage times should be avoided in order to keep the product in its best possible condition.

HERE'S WHAT OUR CUSTOMERS HAVE TO SAY!

"Vesey's Spring Bulbs have been an important and successful part of our annual Garden Supplies Fundraiser for the past 9 years. The service we have received from Veseys has been excellent."

Tom Johnstone

Montreal West Scout Group, Quebec

"I have been ordering from Veseys for 10 years. Their products are excellent in quality. The staff is friendly and helpful and I have never been put on hold on the phone! Best of all is that the students find it easy to sell plants and flowers and the profit is higher than any other company we have worked with."

Julie Weeks

Saunders Secondary School Music Dept., Ontario

"We have been selling Vesey's Bulbs for the past 10 years and have always found the products to be of excellent quality and the service is outstanding!"

Brian Robson

Pasadena Academy Art Club, Newfoundland

"With a 100% guarantee for our customers, competitive prices, high quality products and a simple ordering system, Veseys really delivers."

Eve Simon

Queen Elizabeth Elementary, British Columbia

"We loved offering Veseys as an alternative fundraiser to the traditional chocolates and cookie batter."

Debbie Shorey

Baxter Central Public School, Ontario

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