



THREE HARBORS COUNCIL  
BOY SCOUTS OF AMERICA®



NOBLE  
VALLEY  
FARMS



# 2020 WREATH SALES LEADER'S GUIDE

<https://www.threeharborsscouting.org/fundraiser/popcorn-wreath-sale/72333>

2020 Wreath Sale Calendar	
<b>Saturday, August 8</b>	Training (Zoom Call)
<b>Wednesday, August 12</b>	Training (Zoom Call)
<b>Tuesday, August 18</b>	Training (Zoom Call)
<b>Friday, August 21</b>	Vendor Registration Deadline
<b>Friday, September 11</b>	<b>Sale begins!!!</b>
<b>Friday, September 11 – Sunday, September 13</b>	Blitz Weekend
<b>Tuesday, September 15</b>	Blitz Weekend submissions due by 11:59 p.m.
<b>Friday, October 23</b>	<b>Sale ends!!!</b>
<b>Wednesday, October 28</b>	Wreath Orders due online by 5:00 p.m.
<b>Friday, October 30</b>	Submit Top Unit Overall Seller info by 11:59 p.m.
<b>Thursday, November 5 – Friday, November 6</b>	Top 12 Wreath Sale Deliveries
<b>Saturday, November 7</b>	Wreath Distribution (State Fair Park)
<b>Friday, November 13</b>	Damaged/Missing Notification due by 12:00 p.m.
<b>Tuesday, November 17</b>	Invoices emailed to Unit Wreath Wrangler
<b>Thursday, December 3</b>	Final Payment due
<b>Saturday, December 12</b>	Fallen Hero Wreath Ceremony

To help you (and Three Harbors Council) keep track of your sale, know this information:

**Council:** Three Harbors Council

**District:** Aurora, Red Arrow, Scoutreach or Southern Shores

**Unit Type:** Pack, Troop, Crew, Ship, Post

**Unit Number**

Knowing these four things will help everyone keep information accurate throughout the sale. Using these details in your correspondence will help keep things accurate!

## **Funding Your Program – Why Wreaths?**

In 2019, Scouts in Three Harbors Council sold more than \$200,000 in wreaths with over \$100,000 going directly to the units that sold wreaths and Three Harbors Council to improve council camps and programs. Scouts themselves use these funds to pay for their program. Units used these funds to pay expenses such as charter renewal, awards and recognition and unit activities and campouts.

Wreath sales teach Scouts skills like responsibility, communications and thriftiness. This program helps Scouts and units pay their way through the Scouting program, even providing the opportunity for Scouts and their families with a way to fund their Scouting experience without having to pay for Scouting directly from family funds.

## **Five Steps for a Successful Fundraising Campaign**

1. Establish an annual unit program plan and budget based on input from your Scouts, parents, and leaders.
2. Once a plan is established, figure the cost for each month, and add 10% to the annual cost of the program for contingency.
3. Set a Unit wreath sales goal per Scout based on your budget.
4. Conduct a FUN Unit Kick-off to communicate the goals to families and Scouts.
5. Utilize all sales methods available to make sure your unit and Scouts hit their goals:
  - a. Take Order
  - b. Parent Sales at Work

## **Selling & Safety Tips**

- ✓ ALWAYS wear your uniform.
- ✓ ALWAYS smile and introduce yourself.
- ✓ ALWAYS tell your customers why you are selling wreaths.
- ✓ KNOW the different kinds of wreaths you are selling.
- ✓ ALWAYS say "Thank You" whether you make the sale or not.
- ✓ ALWAYS make a copy of your order form.
- ✓ ALWAYS have a clean order form with a pen.
- ✓ ALWAYS walk on the sidewalk and driveway.
- ✓ ALWAYS sell with an adult.
- ✓ NEVER enter anyone's home.
- ✓ NEVER sell after dark unless you are with an adult.
- ✓ DON'T carry large amounts of cash with you.

## Sales Methods

### Take Order

- Use the sales sheet to take a customer's order and deliver their product to them later.
- Set-up a neighborhood pop-up store to conduct sales. Promote your sale through Facebook, Nextdoor, and other social media apps.
- Ask your parents to bring sales sheets to their office to make additional sales.
- Place order at <http://northwoodswreaths.com> by October 28, 2020.
- Make copies of each Scout's wreath order forms to make it easier for you to organize ordering and unit distribution.
- Pick-up product on November 7 and distribute.

### Missing/Damaged Product Policy

- Units will have until November 13 to notify the council of any missing or damaged products that need to be replaced.
- **Absolutely no missing or damage adjustments will be made after November 13. There will be no exceptions to this deadline.**

### Individual Wreath Sales Incentives

The Wreath Blitz Weekend will run from September 11-13, 2020.

- Top 5 sellers council-wide each receive a \$100 Amazon.com Gift Card.
- Proof of sales submission for Blitz Weekend due by 11:59 pm on Tuesday, September 15.
  - Scan and email to [wreaths@ThreeHarborsScouting.org](mailto:wreaths@ThreeHarborsScouting.org)
  - Take a picture and email to [wreaths@ThreeHarborsScouting.org](mailto:wreaths@ThreeHarborsScouting.org)
- Only wreaths sold between September 11 and September 13 will be qualified to enter.

The top overall seller for each district for the entire sale will be recognized.

- Top seller in each district each receive a \$250 VISA Gift Card.
- Proof of sales submission for Top Seller should be done individually by each unit and are due by 11:59 pm on Friday, October 30.
  - Scan and email to [wreaths@ThreeHarborsScouting.org](mailto:wreaths@ThreeHarborsScouting.org)
  - Take a picture and email to [wreaths@ThreeHarborsScouting.org](mailto:wreaths@ThreeHarborsScouting.org)

## Unit Commission, Incentives & Payment

All units will receive 25% commission on all wreath sales, including Fallen Hero Wreath sales.

The top 12 units council-wide in total sales will receive free product delivery. To qualify for this benefit, your unit's total retail sales must be at least \$4500, and your unit must be one of the 12 highest units in total retail sales.

Invoices will be finalized by Tuesday, November 17. Please do NOT print an invoice prior to then as it may be inaccurate. All payments are due by December 3 in the form of a single check from the unit, payable to Three Harbors Council.

## Product Line-up



*Balsam Wreath*  
26", 36", 48", 60"



*26" Fallen Hero Wreath Donation*



*Noble Fir Mixed Wreath*  
20", 36"



*24" Premium Decorator Boxed Wreath*



*12" x 36" Balsam Candy Cane*



*24" x 36" Balsam Cross*



*Festive Holiday Chandelier*



*Mixed Noble Sprig*



*32" Evergreen Planter*



*42" Evergreen Planter*



*Fire Starter Basket*



*12" Holiday Yule Log*



*25' Balsam Garland*



*4' Mantle piece/Centerpiece*

## Unit Wreath Kick-off

The Kickoff sets the tone for your wreath sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes!

SAMPLE Agenda: Welcome and Introductions – Do a Wreath Cheer or Skit. Have Leaders dress up!

### Review Unit's Planned Program

- Highlight last year's activities and what's planned for the new year
- Ask SCOUTS what they want to do!
- Pack Meetings and Awards

### Pay for It All with Wreaths

- Importance of a Family/Scout Goal – Scouts with goals sell more!!
- Pack Goal: What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

### What the Family Gets Out of Wreaths

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to → Nothing Out of Parents' Pocket

### Divide Group into Parents and Scouts

#### Parents

Why We Chose the Wreath Program  
Parent Packet or Guide (in the Sales Guides)  
Lessons Your Scout Will Learn & Advancements  
Pack Calendar and Budget  
Sales Date, Order Forms and Money Collection

#### Scouts

Sale Forms  
Safety & Selling Tips  
Prize Program  
Role Playing

### Recombine Group

- Recognize Last Year's Top Selling Scouts
- Generate Enthusiasm
- Extra Incentives
- Give Away Some Prizes!

### Other ideas for your Unit Wreath Kick-off

Pie in the Face Party incentive  
Ice Cream Social  
Kick Off at Campout  
Offer a weekly prize, like the BIG CHAIR

Do a Kick-off based on the theme  
Wreath Game Stations  
Prize Drawings for every 5 wreaths sold

## Contact Information

### Aurora District

District Popcorn Kernel	Patty Freuler		<a href="mailto:troop194SMFreuler0419@gmail.com">troop194SMFreuler0419@gmail.com</a>
Senior District Executive	Larry Danner	414.443.2853	<a href="mailto:larry.danner@scouting.org">larry.danner@scouting.org</a>

### Red Arrow District

District Popcorn Kernel	TBD		
District Executive	Mary Kveton	414.443.2857	<a href="mailto:mary.kveton@scouting.org">mary.kveton@scouting.org</a>

### Southern Shores District

District Popcorn Kernel	Mary Jackson	414.329.9057	
District Director	Nathan Rackers	414.443.2845	<a href="mailto:nathan.rackers@scouting.org">nathan.rackers@scouting.org</a>

### Council Staff

Wreath Staff Advisor	India McMiller	414.443.2860	<a href="mailto:india.mcmiller@scouting.org">india.mcmiller@scouting.org</a>
Orders & Billing	Leah Rife	414.443.2872	
Wreath Email			<a href="mailto:wreaths@threeharborsscouting.org">wreaths@threeharborsscouting.org</a>

Three Harbors Council: [www.ThreeHarborsScouting.org/Wreaths](http://www.ThreeHarborsScouting.org/Wreaths)

Northwoods Wreaths: [www.northwoodswreaths.com](http://www.northwoodswreaths.com)

Final Payment Mailing Address:

Three Harbors Council  
330 S 84<sup>th</sup> St  
Milwaukee, WI 53214

Final payments can be mailed to the Milwaukee Scout Service Center or paid in person at either Service Center in Kenosha or Milwaukee.

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