

# Poinsettia Sale 2017

- Each plant sold earns \$5 toward your fundraising contribution goal
- Plants are provided by Felly's Greenhouse and are guaranteed
- Initial ordering deadline is Tuesday, November 14, for the published delivery/pick up dates below
- We recommend using the electronic ordering via links on our website (paper order forms are still an option)

## Plant Details

Poinsettias are available in four sizes: mini, single, double and triple stem and three colors: white, red or pink. These are beautiful, florist-quality plants that will last through the holiday season and beyond. The single (our biggest seller) is generally about 16-18" tall and has 5-9 blooms. Depending upon the growing year, individual plants may be a bit shorter and fuller, or taller and "leggier," with some variations in color and leaf shape. Plants are guaranteed and customers who are not happy with their plants can contact MYC to get replacements. Plant pots are covered with green foil and red bows are available (additional cost).

Many of our poinsettia customers are typically businesses and churches. The **mini** size is a good option for counter displays, table decorations, or centerpieces. The **double** and **triple** size plants are preferred by businesses that want a larger, showier display, such as in a hotel lobby.

<b>Prices:</b>	Mini (4.5" pot):	\$12
	Single (6" pot):	\$15 (this is the most popular size)
	Double (7.5" pot):	\$27
	Triple (8" pot):	\$37

## Two Ways to Sell:

### Business Orders

Please use the Business Order form or direct your business contacts to the website order form (feel free to share the direct link to electronic ordering). Families are encouraged to concentrate on business orders because often these are larger orders, earning you the most profit for the least work. Additionally, these orders are delivered directly to the customer by Felly's. We suggest starting with businesses you frequent or where you know the manager or an employee. Businesses are already planning their holiday decorations and will be most responsive the earlier you contact them. We suggest contacting: hair salons, coffee shops, restaurants, your office/business, churches, hotels, car dealerships, dental offices, insurance agent, realtors, etc.

### Individual Orders (friends, neighbors, colleagues, etc.)

Please use the Individual Order Form (either paper or the electronic version located on our website). Families selling ten or more plants (non-business orders) may have their plants delivered to **one address** and MYC will pick up the tab.

Families selling less than ten plants still have the option of delivery but will be charged for the service. Plants may also be picked up (no charge) at Felly's Greenhouses, 6353 Nesbitt Road, on a designated date (see order form). If you have any issues or questions about your pick up or delivery, please call the MYC office and speak with Lynn. (Please do not call Felly's. Thanks!)

### Past Orders and Sales Leads

If you sold plants in the last few years, you may contact the MYC office to receive copies of your old order forms to help you reconnect with customers. If this is your first time selling (or you need a little help), we can give you contacts for businesses that have bought from MYC singers in the past. Call (238-7464) or email Lynn at [lhembel@madisonyouthchoirs.org](mailto:lhembel@madisonyouthchoirs.org) to make arrangements. Please note that our poinsettia customers are traditionally very loyal and have come to expect superior customer service

from MYC. If you are given a business contact, please follow up with them in a timely, courteous manner. (Thank you!)

#### **When are orders and payments due?**

- **Initial orders are due by Tuesday, November 14.**
- Please keep a copy of your individual order forms so you have a record of your sales when it comes time to deliver plants to your friends and neighbors. Submit the Order Summary only for individual orders or use the electronic ordering form.
- All checks should be made payable to Madison Youth Choirs
- Business orders may submit payment at the time of the order or we can send an invoice

#### **How and when will plants be delivered?**

- Felly's Flowers will deliver business orders directly to your business customers.
- Individual orders less than ten plants total must be picked up at Felly's Greenhouse (6353 Nesbitt Road) or delivered to your home at your cost.
- Individual orders of ten plants or more may be delivered to your home or office at MYC's expense.
- Please choose a date when you will be at home to receive the plants as they cannot survive outside and Felly's can only make one attempt for delivery. If your location is outside of Felly's delivery area, you will need to make arrangements to pick up your order at their greenhouse.

#### **Initial Delivery and Pick Up Dates:**

- Before Thanksgiving: Tuesday, November 21 or Wednesday, November 22
- After Thanksgiving: Tuesday, November 28 or Wednesday, November 29

We can also arrange for alternate delivery or pick up dates closer to the holidays if desired. Please contact Lynn for more information.

#### **Sales Tips:**

- Large retailers offer poinsettias at rock bottom prices during the holidays. The sooner you contact potential customers, the more likely they will purchase from you as plants have not yet hit stores. While our plants are more expensive than retail stores, remind your customer that these are **guaranteed florist quality plants and that their purchase also supports an organization that is important to you.**
- Most business sales will come from a person or company with which you have an existing relationship--your dentist, landlord, insurance agent, or favorite restaurant manager. Start as early as you can to leave time for the bureaucracies to respond (chain businesses or franchises may have to run it through their corporate headquarters).
- Information about past orders is available. Contact Lynn for more info.
- It never hurts to ask. You can't get a "yes" unless you ask!
- **Orders will be accepted until our stock is sold—please submit your orders as early as possible to ensure your customers receive the plants they desire.**
- Questions? Please ask!