



# 2022 PROGRAM FOR SUCCESS GUARANTEED TO SUCCEED!

Where will your wreath fundraiser take you and your group?



## INSIDE:

- Products
- Fundraising Programs
- Sales Tools
- Handcrafted Bows
- Accessories / Sales Incentive Programs

Mickman Brothers offers the best selection of products in the industry with a complete Fundraising Program organized to  
***'Maximize your profit while minimizing your effort'***

14630 Highway 65 NE • Ham Lake, Minnesota 55304 • 763-434-4047 • 800-446-4229

[www.holidayfundraiser.com](http://www.holidayfundraiser.com) • [wreaths@mickman.com](mailto:wreaths@mickman.com)

## CLASSIC WREATH



## VICTORIAN WREATH



## EVERGREEN DOOR SPRAYS

### Classic



### Victorian



### Cranberry Splash



### Wintergreen



Each of these products are items your customers **WANT** to purchase!

**CRANBERRY SPLASH WREATH**



**WINTERGREEN WREATH**



**CANDLELIT CENTERPIECE**



**22" TABLE TOP TREE**



**GARLANDS**



**LIVE CHRISTMAS TREE**



# TRADITIONAL PROGRAM



You have completed your Traditional Products fundraiser. Time to celebrate and put your earnings to good use.

## HOW THE TRADITIONAL PROGRAM WORKS

1. Your members take pre-orders and collect payment (cash or check payable to your organization).
2. The Fundraising Leader consolidates all sales and collects payments at the end of the selling period and submits the orders to Mickman Brothers on **November 1st**.
3. Mickman Brothers 'bulk-ships' your products to a single, specific delivery address.
4. Your members deliver the wreaths to their customers after your 'Preferred Week of Delivery' (see below).
5. Final payment is made to Mickman Brothers after the money is collected from your members at the end of your fundraiser.

## BENEFITS OF THE TRADITIONAL PROGRAM

- **Lower Prices for your customers** - you are buying direct from the manufacturer!
- **Higher sales** for your organization because of the low cost and high value of the products.
- **A profit margin of \$6-\$10** per product ensures that your profits add up fast with each sale! **You set your own prices.**
- **A full assortment of evergreen products** provides your customers with a product selection that is perfect for their home, office or apartment.
- **Fundraising is a valuable learning experience** for your members. They will be involved in each stage of the fundraiser and feel they are contributing directly to the success of their organization.

## 'BULK-SHIP' DELIVERY INFORMATION

### Your Carrier

To minimize the shipping cost for our customers, there are several options.

**(Your shipping costs are listed on the reverse side of your 2022 Wholesale Price List)**

1. FedEx is the preferred carrier for shipping products outside of Minnesota.
2. If you prefer, you may arrange for your own carrier or pick up the order yourself.
3. Deliveries in the 7 county Twin Cities area are made by Mickman Brothers' Delivery Team at no charge.



## YOUR "PREFERRED WEEK OF DELIVERY"

In order to negotiate the best shipping rates for our customers, we ship orders which are going to the same region together. In this way, we can load the trucks in Minnesota, and they are able to travel across the country without any additional handling by the carriers. The less handling - the less cost. The list below shows the 'Preferred Week' for your zone. Your organization does not have to receive its order during your 'Preferred Week', however, if you choose a different week, there may be an additional shipping cost of up to 2% due to additional carrier handling charges.

**Northern Zone**  
November 7th - 11th

**Central Zone**  
November 14th - 18th  
or November 21st - 25th

**Southern Zone**  
Nov. 28th - Dec. 2nd  
or December 5th - 8th

## ONLINE PROGRAM (GiftItForward.com)

The perfect gift to send to out-of-town family and friends throughout the United States!



1

Customers shop online using your FUNDRAISING CODE



2

Mickman Brothers takes care of the rest!



3

You earn \$8.00 per item sold on GiftItForward.com using your FUNDRAISING CODE.

### HOW THE ONLINE FUNDRAISER WORKS

Orders are placed online and shipped direct to your customers.

1. Receive a FUNDRAISING CODE for use at **GiftItForward.com**

Direct everyone to GiftItForward.com to shop for Holiday Evergreens using your FUNDRAISING CODE

2. Gifts are shipped directly to gift recipients, with a personal message, via FedEx

3. **Your organization makes \$8.00 per item sold.** Your members celebrate success and have fun with the money they have earned

### BENEFITS OF ONLINE FUNDRAISING (GiftItForward.com)

- **Easy ordering** for multiple gift recipients
- **There is less work** for your members because FedEx delivers the products - not them!
- **Easy access to multiple customers throughout the United States** via your social networking sites and email
- **Personal Fundraising Coach** to assist in enhancing sales
- **Less effort:** FedEx makes all the deliveries!
- **Extends your Fundraising Season:** Customers can place orders at **GiftItForward.com** through December 9th!

### Sustainable Evergreen Harvesting and Replanting Projects



Company Founders: John & Chris Mickman



Our Million Tree Planting Program has funded the planting of **800,000+** trees in 49 states throughout our nation's forests! To learn more about these plantings and to see a list of those honored during Holiday Seasons past, visit: **www.NaturesHolidayGifts.com**

### Each GiftItForward.com Purchase Includes:

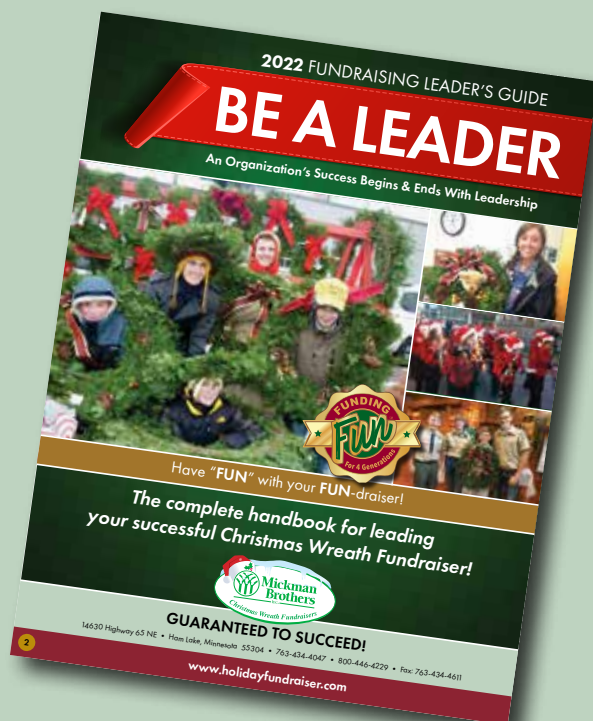
- A personalized message accompanies each gift
- An EZ Wreath Hanger® for each wreath ordered
- Attractive decorator gift box packaging
- FedEx delivery within 48 states **FedEx**
- Tree planted in honor of the Holiday Gift recipient

These unique marketing tools will help your members sell even more products!

FREE

## FUNDRAISING GUIDE

Our goal is to 'Maximize your profit and Minimize your Effort!' The 2022 Fundraising Guide is an easy step-by-step manual which includes everything you need to ensure the success of your Christmas Wreath Fundraising Campaign.

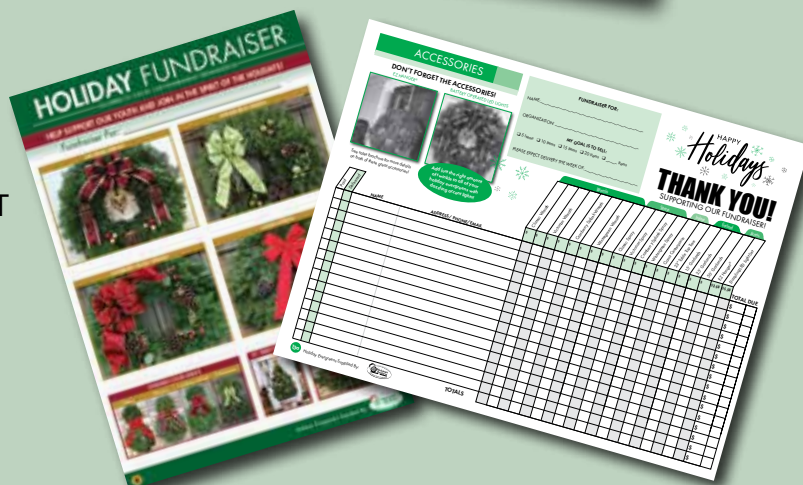


FREE

## SALES AIDS & FUNDRAISING ENVELOPES

When you fill out the FUNDRAISING DATA SHEET (enclosed) you can choose the sales aids and tools that are right for you, based on what you are selling:

- Wreaths Only
- Traditional Fundraiser
- Online Fundraiser at [GiftItForward.com](http://GiftItForward.com)
- School Sales Aid



FREE

## FUNDRAISING CALENDAR/TIP SHEET

Your members and their parents will appreciate this FREE Fundraising Calendar/Tip Sheet we provide for each of your sellers.

- Calendar helps keep members/parents organized
- Lists easy selling tips for your members
- Helps members list likely buyers



## FUNDRAISING POSTER \$2.00 each

Generate excitement and let people know how to contact you with this striking 17x24 poster!

Display Options:

- Local Schools
- Community Centers
- Grocery Stores
- Local Bulletin Boards
- Churches
- Parents Workplace
- Special Events

## DOOR HANGER NOTICES 12¢ each

Stopping at friend's and family's homes in your area? You can now notify them that you stopped by and let them know they can call you to place an order.



## HANDCRAFTED BOWS

We believe our highest quality Holiday Evergreens deserve to be adorned with the most beautiful bows available. Therefore, we have chosen the best ribbon in the industry to accent our products:

- **Cranberry Splash Bow:** This 4" wide, fabric ribbon has braided gold wired edges to hold the generous loops of this fabulous bow.
- **Wintergreen Bows:** This textured fabric ribbon has wired edges to hold the bow loops and tail in place during display.
- **Victorian Bows:** These generous 7-loop bows are made of satin ribbon with golden imprinted/wired edges to hold the loops & graceful arcs of the long tails.
- **Classic Bows:** This distinctive red velveteen ribbon with gold backing is used for all 25" – 36" Classic Wreaths and Sprays.
- **\*48" & 60" Classic Bows:** Due to the generous loops and tails for these large wreaths, we ship these bows separately. The 4" wide velveteen ribbon is edged with wire to keep the shape of the generous arcs of the loops and flair of the tails!

**Compare with the others in our industry.** The quality of our handcrafted bows and highest quality ribbon is unmatched in the industry. One more 'detail' which highlights our commitment to provide the highest quality products possible.

## Our wreaths and sprays are fully decorated and ready to display!

There is no need for your members to attach bows or cones to our products - everything arrives complete and ready for delivery!

## EZ HANGERS®

**Your cost only \$1.75 - Selling Price only \$2.50**

**You earn an additional 75¢ for each one sold!**

Your customers can easily display their Wreaths and Door Sprays!

- Soft, durable plastic protects door from damage.
- Has two widths on ends - works on almost all doors.
- A handy hanger all year long - hang cloths, towels, coats and more.



## BATTERY OPERATED LED LIGHT SETS



**Your cost only \$4.75 - Selling Price only \$5.50**

**You earn an additional 75¢ for each one sold!**

- 23 - miniature 'dew drop' lights on a 7 1/2 foot long wire
- Steady light or 'twinkling'.
- Automatic timer features 6 hours on; 18 hours off
- Uses 3-AA batteries lasting for about 2 weeks.  
(Batteries not included)

## DECORATOR DELIVERY BAGS



**35¢ each**

These sturdy, highest quality bags are perfectly sized for 25" Wreaths & Evergreen Door Sprays.

- Eliminate the issue of loose needles in cars during delivery.
- The 'handled' design makes delivery neat and easy. Perfect for 'gift deliveries'!
- Printed Care Instructions assist your customers to keep their evergreens fresh.



(shown at actual size)

## SALES ACHIEVEMENT PATCHES

(only \$1.00 each)

*The perfect award for  
Scouting and other  
youth groups!*

Our custom designed patches are an inexpensive way to reward your members for attaining sales goals.

Suggested sales levels for individuals are:

NUMBER OF EVERGREEN PRODUCTS	MEDALLION AWARDED
10+	Bronze
15+	Silver
20+	Gold

## MEDALLION INCENTIVES:

**(1st set FREE\*, additional medallions are \$3.00 each)**

Many of our organizations incentivize their members by awarding these Gold, Silver & Bronze Medallions to their members at the conclusion of the Fundraiser. These young people are thrilled to be recognized for their effort. Ask your Fundraising Coach for details! \*Minimum sales requirement

**DON'T FORGET** to check the box on your Fundraising Data Sheet to receive your **FREE** set\* of medallions right now!



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