

GUARANTEED GUARANTEED TO SUCCEED

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'

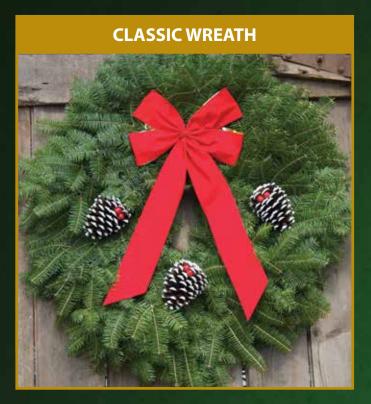
PROGRAMSS PROBLEM **Fundraising Programs Sales** Tools Handcrafted Bows Accessories / Sales Incentive Programs

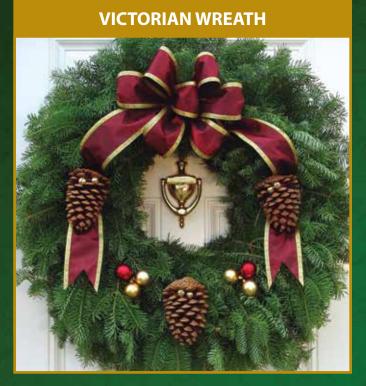
## Where will your wreath fundraiser take you and your group?



14630 Highway 65 NE • Ham Lake, Minnesota 55304 • 763-434-4047 • 800-446-4229 www.holidayfundraiser.com • wreaths@mickman.com

## **ENHANCE THE MAGIC OF CHRISTMAS W**





## **EVERGREEN DOOR SPRAYS**





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

## ITH THESE FRESH HOLIDAY EVERGREEN PRODUCTS

#### **CRANBERRY SPLASH WREATH**



#### WINTERGREEN WREATH



## **CIANA CENTERPIECE**



## 22" TABLE TOP TREE



## GARLANDS



## LIVE CHRISTMAS TREE



## **CHOOSE FROM OUR TWO FUNDRAISING PROGRAI**

# **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.
- You will be assigned a Personal Fundraising Coach to guide you through the entire fundraiser.

#### **'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 2023 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 6th - 10th Central Zone November 13th - 17th or November 20th - 24th Southern Zone Nov. 27th - Dec. 1st or December 4th - 7th

## **ONLINE PROGRAM (GiftitForward.com)**

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



Customers shop online using your FUNDRAISING CODE

Mickman Brothers takes care of the rest!

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 on GiftitForward.com

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

- 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



#### Each GiftItForward.com Purchase Includes:

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

## 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
- Extends your Fundraising Season: Customers can place orders at GiftitForward.com through December 8th!

#### Sustainable Evergreen Harvesting and Replanting Projects



Company Founders: John & Chris Mickman

Our Million Tree Planting Program has funded the planting of Our Million Tree Planting Program has funded the planting of **800,000+** trees in 49 states throughout our nation's forests **800,000+** treests **800,000+** treests **800,000+** treests **800,00** 





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

2023 FUNDRAISING LEADER'S GUID

2023 FUNDRAISING CALENDAR

Holidays

THANK YOU!

The complete handbook for leading

your successful Christmas Wreath Fundraiser!

GUARANTEED TO SUCCEED!

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HOUDAY FUNDRAISE

## FREE **FUNDRAISING GUIDE**

Our goal is to 'Maximize your profit and Minimize your Effort!' The 2023 Fundraising Guide is an easy step-by-step manual which includes everything you need to ensure the success of your Christmas Wreath Fundraising Campaign.



## **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
- School Sales Aid



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

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### FUNDRAISING POSTER \$2.00 each

Generate excitement and let people know how to contact you with this striking 17x24 poster! The **QR Code** increases

**Display Options:** 

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

Churches

### 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.

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

**ONLINE** FUNDRAISER

GiftItForward.com

sales by giving customers

direct access to

GiftltForward.com

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

### 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: This generous 7-loop bow is 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: The 4" wide velveteen ribbon used for these large bows is edged with wire to keep the shape of the generous loops and tastefully arranged tails. Due to the wide loops of these hand tied bows, we ship these bows separately to ensure they arrive in perfect condition for your customers.

#### Compare with the others in our

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

### **EZ HANGERS**<sup>®</sup>

#### 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)



#### 35¢ each

These sturdy, high 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.

#### 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.

ACHIEVEME CHIEVEMENT UNDRAISING AWARD

#### Suggested sales levels for individuals are:

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



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#### **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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