



Bulb & Plant Fundraising
for the Spring and Fall planting seasons

Our bulb and plant fundraising programs are excellent choices to raise funds for any organization!

We offer two programs in both spring and fall depending on your location.

No matter which program you choose, you'll enjoy the following advantages:

**Up to 50% profit • Online ordering • FREE website landing page for your group
NO minimum order • FREE sales materials**

Direct-Ship Bulbs

This option is available for any fundraising group within the contiguous United States. It's a great choice for groups with supporters throughout the country. This program makes your fundraiser available to a broader audience of supporters, including out-of-state friends and family of your local group members.

- 50% profit on every package sold
- All orders are placed online
- Orders ship directly to your customers
- Flat shipping charge of \$10 per order
- Available to any group within the contiguous U.S.

Full Line Including Potted Plants

This option is available *only to local New England groups* that can pick up their bulk order of potted plants in Franklin, NH. We offer mixed-variety potted annuals in spring, and potted mums in various colors for fall.

- Profits range from \$5 to \$7.50 each for potted annuals, and \$3 each for potted mums
- All orders are placed online, so you don't have to collect order forms or payment
- Your supporters may also order direct-ship bulbs
- Your group must pick up and distribute potted plants to your supporters

How It Works

1. Register your group by submitting a registration form through our website at threeiversfundraising.com. We'll set up a landing page for your group on our website and send you an email with your link and group code. If you're a new user, we'll also email your user name and a temporary password for login.
2. You then personalize your group's landing page by adding a photo or logo, writing your sales pitch, and entering your fundraising goal amount.
3. Prepare your sales materials using the templates provided on your fundraiser admin page on our website, or we can customize them for you upon request.
4. Share your link, group code, and any sales materials with group members who will be promoting your fundraiser.
5. Promote your fundraiser to your supporters. Use all the channels available to you such as your organization's website, social media platforms, newsletters, events, etc. Encourage your group members or volunteers to share your fundraiser with their family and friends.
6. Your supporters place their orders directly through your group's landing page on our website.
7. We process the orders, manage direct shipping of bulbs to your supporters, and work with your group leader to schedule a bulk pickup for your potted plants if applicable.
8. Within two weeks after all fundraisers end for the season, we will mail you a profit check for orders placed online.

We recommend holding your fundraiser for a minimum of two weeks; four to six weeks works well for many groups.

Frequently Asked Questions

What is direct ship?

The direct-ship program for bulbs allows your group members to sell bulbs to anyone in the contiguous United States. All direct-ship orders for bulbs must be placed online. Direct shipping is not available for potted plants.

Can pickup items be ordered online?

Yes! If you are a local New England group holding a full line fundraiser, your supporters may order potted plants online. Representatives from your group must pick up those potted plant orders at our facility in Franklin, NH and distribute them to the recipients. Bulbs are not available for pickup.

Can my group offer both direct ship and pickup?

Yes, if your group is local to New England and representatives from your group can pick up a bulk order of potted plants at our facility in Franklin, NH. Your group is responsible for distribution of potted plants to those who ordered. Please note that bulbs are only available for direct shipping, and potted plants are pickup only.

Is there an order deadline?

Yes. The exact date may vary slightly each year, but generally spring fundraising ends in late April and fall fundraising ends in early September.

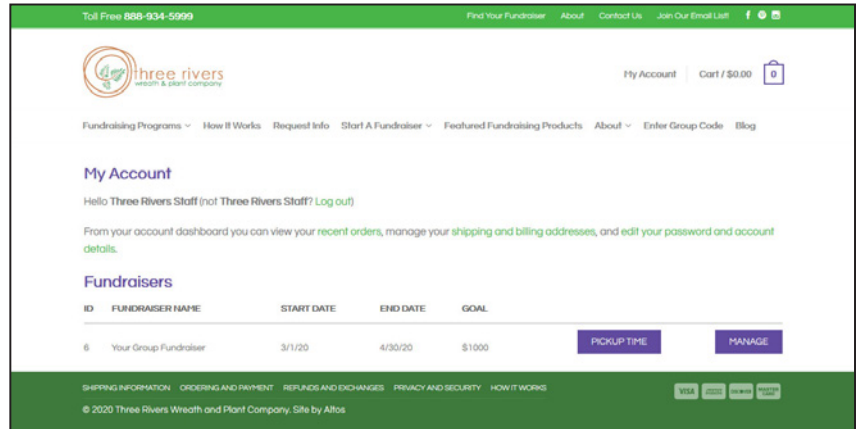
Managing Your Online Fundraiser

Our fundraising platform allows your group's fundraising coordinator to manage the details of your fundraiser and download a list of supporters. With each order placed, a notification email will be sent to the email address you provided on your registration form. There can only be one login assigned to a fundraiser; if more than one member needs to access the fundraiser as an administrator, they must use the same login. If you wish to place an order through your own fundraiser and your login is shared with others, log out of your administrator account and place the order as a guest or create a new login under a different email address at checkout.

Your group's fundraising coordinator can edit:

- Fundraiser title
- Group description (sales pitch)
- Group logo/photo
- Fundraising goal

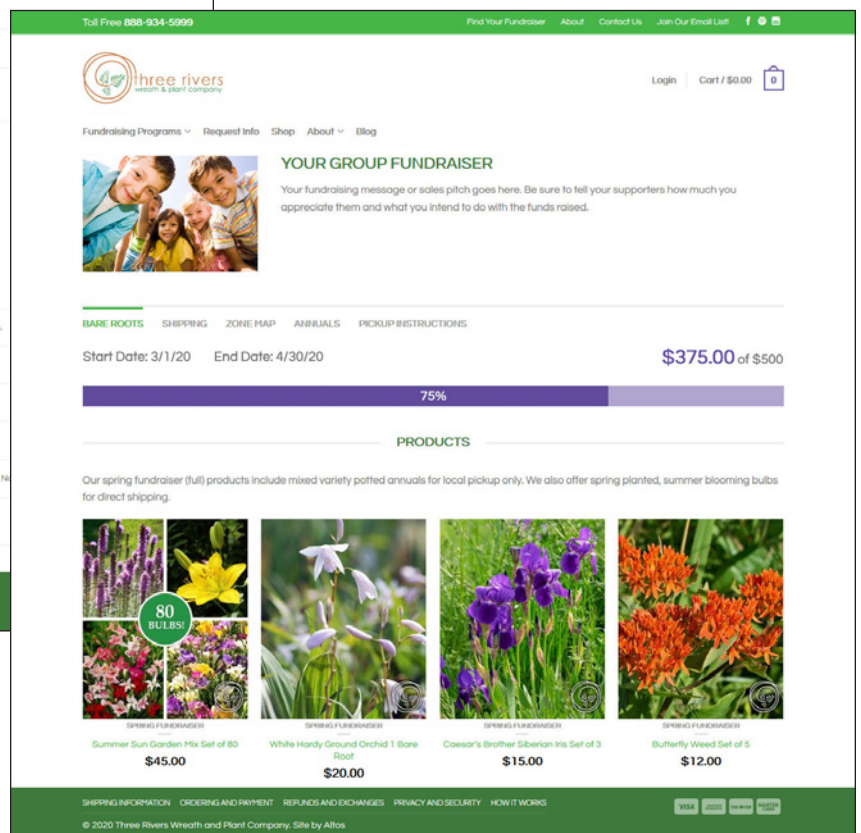
If you need to track sales to specific group participants, such as members of a sports team or scout troop, please let us know and we can set these up for you (limited to 50 or fewer participants per group). In that case, each participant will have a link and group code to use for their own landing page instead of your group's overall landing page. Individual participants *do not* have an admin login.



Example of a fundraiser admin account page.

This screenshot displays the 'Edit Fundraiser' form. It features a top navigation bar identical to the admin page. The form includes fields for 'Start Date' (3/1/20) and 'End Date' (4/30/20). The 'Title' field is set to 'Your Group Fundraiser'. The 'Description' field has a placeholder text: 'Your fundraising message or sales pitch goes here. Be sure to tell your supporters how much you appreciate them and what you intend to do with the funds raised.' Below the description is a 'DESCRIPTION TIPS' button. A large image placeholder shows a group of children. The 'Logo' section has a 'Browse...' button and a note 'NO FILE SELECTED'. The 'Admin Email' field is 'tracy@3rwc.com' with a link to 'Managed here Edit Account'. The 'Admin Phone' field is '123-123-1234' with a note 'Not visible to public'. The 'Pickup Instructions' field contains the text 'If you have placed an order for a wreath for pick up only, pick up c'. The 'Fundraiser Goal' field is set to '1000' with a note 'For the general fund, should always be numeric.'. A 'SUBMIT' button is at the bottom. A footer section contains links for 'SHIPPING INFORMATION', 'ORDERING AND PAYMENT', 'REFUNDS AND EXCHANGES', 'PRIVACY AND SECURITY', and 'HOW IT WORKS', along with a copyright notice for 2020 Three Rivers Wreath and Plant Company.

Example of a fundraiser editing page (this is where you add your logo or photo, sales pitch, and goal amount).



Example of a fundraiser landing page.

Safe Fundraising Through Contactless Methods and Physical Distancing

Bulb fundraising can be completely contactless—promote your fundraiser to supporters, friends, and family via email, social media, text, or phone call. All orders must be placed online. Bulbs are shipped from our distributor's warehouse directly to your supporters, or to another address they provide to send as a gift. We'll send the final report of sales to you via email.

For local New England groups, **potted plant fundraising can be contactless or done with safe physical distancing.** Your potted plant fundraiser can be promoted through the same contactless methods stated above, and orders may be placed online. Your bulk pickup is contactless—we'll email you a PDF file of individual orders as well as a summary of the items you'll be picking up in advance. Your items will be placed in a designated area for your pickup at

a specified time and clearly labeled with your group's name, so you can easily find it and load it into your vehicle. Your group is responsible for distribution of potted plants to your supporters, so it's up to you how you wish to handle that. If your group is small and supporters are close family and friends of group members, you may wish to have individual group members (accompanied by a trusted adult, if children) drop off items at supporters' homes—which can be contactless or done with safe physical distancing. Or, you may wish to hold a pickup date at a central location with scheduled pickup times and/or "curbside pickup" for individual orders to maintain safe physical distancing.

With either program, we'll send you a profit check for your fundraiser sales via U.S. mail within two weeks after all fundraisers end for that season.

About Our Bulbs and Potted Plants

We source our bulbs directly from Holland. These healthy, hardy, and unique varieties will succeed in various areas throughout the contiguous United States. The larger bulb sizes we offer will maximize the blooms in your garden right from the start.

Proven Winners® potted annuals and mums are grown and arranged with expert care by a local New England greenhouse grower.

Three Rivers Wreath & Plant Company guarantees the quality and growth of every plant we sell, so long as bulbs are planted immediately upon receipt. Potted plants are guaranteed in good condition when picked up by your group at our facility. If for any reason you are unhappy with a Three Rivers product, please notify us as soon as possible and we will be happy to offer a refund or exchange.



PO Box 428, 357 River St. Ext., Franklin NH 03235 • 888-934-5999
info@3rwc.com • www.threeriversfundraising.com

Due to agricultural regulations, we are unable to ship outside the contiguous United States. Potted plants cannot be shipped and must be picked up by representatives of your group at our location in Franklin, NH.

Fall 2021 Bulb & Mums Fundraising • Important Dates

August 2021

SUN	MON	TUE	WED	THU	FRI	SAT
1 Fundraisers Open	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Signup Deadline	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6 LABOR DAY (Office Closed)	7 Order Deadline	8	9	10	11
12	13	14	15	16 Mums Bulk Pickup Day 1	17 Mums Bulk Pickup Day 2	18
19	20	21	22	23	24	25
26	27 Bulb Shipping Begins	28	29	30		

Office Hours: Monday–Friday, 8:00 AM–4:00 PM Eastern Time

Three Rivers Wreath & Plant Company • PO Box 428, 357 River St. Ext., Franklin NH 03235 • 888-934-5999
info@3rwc.com • www.threeriversfundraising.com

Bulbs ship directly to your supporters. Potted mums cannot be shipped. Your group is responsible for pickup and distribution of potted mums.

Spring 2022 Bulb & Plant Fundraising • Important Dates

March 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Fundraisers Open	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2022

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 Signup Deadline	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Order Deadline	26	27	28	29	30

May 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Bulb Shipping Begins	3	4	5 Annuals Bulk Pickup Day 1	6 Annuals Bulk Pickup Day 2	7

Office Hours: Monday–Friday, 8:00 AM–4:00 PM Eastern Time

Three Rivers Wreath & Plant Company • PO Box 428, 357 River St. Ext., Franklin NH 03235 • 888-934-5999
info@3rwc.com • www.threeriversfundraising.com

Bulbs ship directly to your supporters. Potted annuals cannot be shipped. Your group is responsible for pickup and distribution of potted annuals.