

# Wreath Fundraising 2021 Information & Calendar

Profitable fundraising is easy with Three Rivers Wreath & Plant Company. Our online fundraising platform will make your sale more successful than ever. Your fundraising coordinator can log in to add or update your group logo and sales pitch, set your fundraising goal, and download a report of the orders received. Marketing materials are available for your fundraising coordinator to download. Your group can customize them with your fundraiser information, or we can customize them for you upon request. We're here to support you and help you succeed in your fundraising!

### STEP 1: **Choose** your style

- Traditional door-to-door sales or online fundraising
- Direct ship only or full line including group pickup
- Or combine styles!

### STEP 2: **Register** your group

- Fill out the registration form at [www.threeriversfundraising.com](http://www.threeriversfundraising.com)
- Call us at 888-934-5999 or email [info@3rwc.com](mailto:info@3rwc.com) if you need assistance with registering

### STEP 3: **Get ready** to sell!

- Printed catalogs available upon request
- Customizable marketing materials including social media graphics

## With a Three Rivers Wreath Fundraiser, you'll enjoy the following advantages:

Up to \$10 profit per item • Online ordering • FREE website landing page for your group  
Contactless Direct-Ship Fundraising • NO minimum order • FREE sales materials

## Fundraising Styles

**Direct Ship:** For groups outside the New England area, this is the only option available. Your customers place their orders online through your group's landing page, using a credit card for payment. Payment is made directly to Three Rivers. Three Rivers will ship each customer's order directly to the shipping address specified on the order. Within two weeks after all wreath fundraisers end, we issue a profit check to your group. **This is the option to choose if you want to hold a completely contactless fundraiser.**

**Full Line with Pickup:** New England groups can choose the bulk group pickup option in addition to direct ship. With this program, your customers still place their orders online, but they can choose to have their order shipped, or included with your group's bulk pickup (saving the shipping charge). Representatives of your group are responsible for picking up your bulk order at our facility in Franklin, NH at a specified date and time. As with our direct ship program, payment is made directly to Three Rivers and we issue a profit check to your group within two weeks after all fundraisers end. **This program can be partially or mostly contactless.** You can promote your fundraiser through contactless methods, and all orders can be placed online. However, social distance may be difficult to maintain when picking up your bulk wreath order at our facility due to the number of people on site during our busiest season of the year.

**Paper Orders:** Local New England groups choosing the pickup option can also sell door-to-door using our printable PDF order form. With this style of sales, your group members collect payment from your customers at the Sell Price shown on the price list (see last page). Your group's fundraising coordinator collects the order forms and payment from your group members, totals up all of the items from the individual orders and lists them on a master order form which is sent to Three Rivers **(due November 8)**. We'll invoice your group for the Pick Up Cost, payable by cash or check prior to or at the time of your group pickup, and you keep the difference as your profit. Please note that direct shipping is not available with paper orders; all direct shipped items must be ordered online by the customer. Your group can choose both online ordering and paper orders, or just one or the other.



## Frequently Asked Questions

### Is there an order deadline?

Yes. Deadlines vary based on the pickup or ship date. Please see the calendar on page 5 for details.

### Can fundraising styles be mixed and matched?

Yes! New England groups may offer both Direct Ship and Pickup options. Your local customers can place pickup orders for themselves, and direct ship orders to send gifts to friends and family who live out of the area. (Pickup is available for New England groups only.)

### What is Direct Ship?

The Direct Ship program allows your group members to sell wreaths to friends and family anywhere in the

contiguous United States. All Direct Ship orders must be placed online. Three Rivers ships the customer's order directly to the shipping address specified on their order, so you don't need to worry about picking up, sorting, and distributing orders!

### Can pickup items be ordered online?

Yes! If you are a local New England group that is planning to pick up your order at our facility in Franklin, NH, any of our products can be ordered for pickup. A Three Rivers representative can help you determine whether your group is eligible for pickup, just call or email us and ask!

## Online Fundraising

Our fundraising platform allows your group's fundraising coordinator to manage the details of your fundraiser and download a report of the orders placed. 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 account during checkout using a different email address.

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

Example of a fundraiser admin account page.

Example of a fundraiser landing page.

## Contactless Fundraising and Social Distancing

### Direct-Ship Fundraisers

Our direct-ship wreath fundraising program can be completely contactless—promote your fundraiser to supporters, friends, and family via email, social media, text, or phone call. With a direct-ship wreath fundraiser, all orders must be placed online, which is also contactless. Wreath orders are shipped from Three Rivers Wreath & Plant Company in Franklin, NH directly to your supporters or to another address they provide to send as a gift.

### Full-Line Fundraisers Including Pickup-Only Items

For local New England groups offering pickup items in their fundraisers, fundraising can be mostly contactless. Promote your fundraiser through the contactless methods above, and have all buyers order online.

It may be difficult to maintain social distance when picking up your bulk wreath order at our facility due to the number of people on site during our busiest season of the year. We will provide detailed instructions and guidelines, as well as a complete report of all pickup orders to you in advance of your pickup date to ensure a safe and efficient pickup.

Your group is responsible for distributing pickup orders to your supporters. We recommend having a central location with scheduled pickup times and/or "curbside pickup" for individual orders.

With either program, we'll send a final report of sales to you via email and we'll mail you a profit check for online orders within two weeks after all fundraisers end.

## Safety Notes for Face-to-Face Selling

Whether your fundraiser is direct-ship or includes pickup orders, we strongly recommend promoting your fundraiser through contactless methods to ensure the safety and good health of your group members. However, if you choose to promote your fundraiser face-to-face, children should always be

accompanied by an adult and teens should use the buddy system. Keep in mind that the best and safest customers are those you already know, such as family members, friends, and people you know in your own neighborhood. Avoid selling to strangers unless you are in a public place with a trusted adult.

## About Three Rivers Wreath & Plant Company

Three Rivers Wreath & Plant Company has been producing high-quality balsam wreaths since 1991. Our family-owned business is located on the Merrimack River in Franklin, NH. Our hand-crafted wreaths are made with fresh evergreens picked daily and cold stored to preserve their freshness. Over the years, we have partnered with scouting organizations, school groups, churches, and various non-profits throughout the U.S. Evergreen wreaths are a New England tradition and we want to share it with you! Whether you live in New Hampshire, Florida, California, or anywhere else

in the contiguous U.S., a fresh balsam wreath can be delivered right to your door.

Wreaths as a fundraising product recall the nostalgia of a simpler time and make wonderful gifts. Sell them to local businesses for a festive touch on Main Street, or sell them to friends and neighbors. Your customers can bring them as a gift to the host of a holiday dinner or send them to out-of-state friends and family. Their beauty, freshness, and true balsam scent are sure to please anyone on your customers' holiday gift lists.

## Double-Faced: The Three Rivers Difference

**Three Rivers wreaths are always double-faced.** This means that wreaths are covered with greens on both the front and the back of the metal ring, unlike our single-faced competitors. Hang our wreaths in a window or on a front door without worrying about a metal frame banging or scratching the surface. Our quality is hard to beat and your customers will easily notice the superior standard of a Three Rivers wreath!



Back of a Plain Wreath

# 2021 Wreath Fundraising • Important Dates

## October 2021

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

## November 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7 Orders due for Pickup Days 1-2	8 Master Order Due Date	9	10	11	12	13
14 Orders due for Pickup Days 3-5 & Ship Week 1	15	16	17	18	19 Pickup Day 1	20 Pickup Day 2
21 Orders due for Ship Week 2	22 Ship Week 1	23	24	25 THANKSGIVING (Closed)	26 Pickup Day 3	27 Pickup Day 4
28 Orders due for Ship Week 3	29 Ship Week 2	30				

## December 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 Pickup Day 5
5 Orders due for Ship Week 4	6 Ship Week 3	7	8	9	10	11
12	13 Ship Week 4	14	15	16	17	18

“Pickup Days” are the dates that fundraising groups offering pickup can choose from to pick up their bulk orders. “Ship Weeks” are the weeks during which orders are direct shipped to fundraiser supporters. When a supporter places an order, they choose a ship week. As the order deadlines pass for specific ship weeks, there are fewer ship weeks to choose. We cannot guarantee shipping on a specific date, only “week of”.

# 2021 Wreath Fundraising Price List



**Pick Up Cost** is the price your group pays to Three Rivers for your customers' paper orders.

**Sell Price** is the price your customers pay for pickup items, whether ordered online or with your group's paper orders.

**Shipped Price** is the price your customers pay for direct ship items ordered online, including shipping.

Code	Item Description	Pick Up Cost	Sell Price	Shipped Price	Your Profit
SACHET	Set of 3 Potpourri Sachets	\$12.00	\$15.00	\$29.00	\$3.00
22PLAIN	22" Plain Wreath	\$13.00	\$16.00	N/A	\$3.00
22BOW	22" Wreath with Brick Red Bow	\$15.50	\$18.50	N/A	\$3.00
REDCTR	Wooden Centerpiece with Mixed Greens	\$22.00	\$27.00	\$42.50	\$5.00
28PLAIN	28" Plain Wreath	\$16.00	\$21.00	N/A	\$5.00
28BOW	28" Wreath with Brick Red Bow	\$20.50	\$25.50	N/A	\$5.00
36PLAIN	36" Plain Wreath	\$33.00	\$38.00	N/A	\$5.00
36BOW	36" Wreath with Brick Red Bow	\$38.50	\$43.50	N/A	\$5.00
SWAG	24"-26" Door Swag with Brick Red Bow	\$18.00	\$25.50	\$41.50	\$7.50
GARLAND	5 Yards Mixed Garland	\$37.00	\$44.50	\$63.00	\$7.50
22TRAD	22" Traditional Decorated Wreath	\$26.00	\$33.50	\$51.50	\$7.50
28TRAD	28" Traditional Decorated Wreath	\$27.50	\$35.00	N/A	\$7.50
36TRAD	36" Traditional Decorated Wreath	\$45.50	\$53.00	N/A	\$7.50
KBALL	14" Decorated Kissing Ball	\$40.00	\$50.00	\$69.50	\$10.00
BEAR	The Bearcamp Wreath	\$32.00	\$42.00	\$60.00	\$10.00
PEMI	The Pemigewasset Wreath	\$32.00	\$42.00	\$60.00	\$10.00
WINN	The Winnepesaukee Wreath	\$35.00	\$45.00	\$63.00	\$10.00
MERI	The Merrimack Wreath	\$35.00	\$45.00	\$63.00	\$10.00
WWTR	The White Water Wreath	\$35.00	\$45.00	\$63.00	\$10.00