

# Fundraising Programs

Spring-Planted Bulbs & Potted Annuals  
Fall-Planted Bulbs & Potted Mums  
Holiday Wreaths & More

[threeriversfundraising.com](http://threeriversfundraising.com)



# Three Seasons of Fundraising

Profitable fundraising is easy with Three Rivers Wreath & Plant Company. Our safe, contactless programs and online fundraising platform will make your sale more successful than ever. We're here to support you and help you succeed in your fundraising!

## Direct-Ship Programs

Our direct-ship fundraising programs are available to any fundraising group within the contiguous United States. It's a great choice for groups with supporters located throughout the country. Our direct-ship programs make your fundraisers available to a broader audience of supporters, including out-of-state friends and family of your local group members.

- Spring-Planted Bulb Fundraising takes place in March and April, with orders shipped in early May.
- Fall-Planted Bulb Fundraising takes place in August and September, with orders shipped in early October.
- Holiday Wreath Fundraising takes place from mid-October through early December, with orders shipping over a three to four week period beginning around Thanksgiving.
- All orders are placed online through your group's landing page on our website.
- Orders ship directly to your supporters or a gift recipient they specify.
- For spring and fall programs, bulbs earn 50% profit and non-bulb direct-ship items earn 20% profit.
- Holiday wreaths earn you a profit of \$3 to \$10 per item, which varies by item.
- For spring and fall programs, shipping charges are \$10 per order for bulbs and \$8 per order for non-bulb items.
- Wreath shipping cost varies by item and is included in the shipped price of each wreath season item.

## Full Line Including Pickup Items

Our full line programs are available only to local New England groups that can pick up their bulk order in Franklin, NH. A representative or two from your group is responsible for pickup, and your group handles the distribution of orders to your supporters. Your supporters can also place direct-ship orders for eligible items.

- In spring, we offer potted annuals for fundraising, with pickup just before Mother's Day.
- In fall, we offer potted mums in a variety of colors, with pickup in mid-September.
- Many wreath items we offer can be ordered for pickup, and some items are not available for direct shipping.
- Wreath pickups are scheduled on several dates beginning the weekend before Thanksgiving. One date per group.
- Potted annuals earn you a profit of \$5–\$7.50 per item. Potted mums earn you \$3 profit per plant. Wreath profits range from \$3–\$10 per item, depending on the item.
- Full line fundraising runs during the same time frames as direct-ship fundraising, but order deadlines for pickup may be earlier than for direct-ship.
- Your supporters place their orders directly online through your group's landing page on our website, saving you the hassle of collecting order forms and payment.
- We provide you with a full report of your pickup orders to aid in distribution.
- Flower bulbs are **not** available for pickup.



## How It Works

1. Submit a registration form through our website at [threeiversfundraising.com](http://threeiversfundraising.com).
2. 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. (Please note, we will need to wait to set up your landing page if you are signing up more than 2 weeks prior to the start of the desired fundraising season.)
3. 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 through 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 to your supporters, and work with your group leader to schedule a bulk pickup if applicable.
8. Within two weeks after all fundraisers end for the season, we will mail you a profit check for orders placed online.

## Frequently Asked Questions

### What is direct ship?

The direct-ship program allows your group members to sell to anyone in the contiguous United States. Direct shipping is not available for potted plants (annuals/mums) and wreaths measuring 28" or larger.

### How long should my fundraiser run?

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

### Is there an order deadline?

Yes. The exact date varies, but spring fundraising ends in late April and fall fundraising ends in mid to late September. Wreath order deadlines vary depending on the pickup date or ship week. Please see the calendars at the end of this info packet for details.

### Can pickup items be ordered online?

Yes! If you are a local New England group holding a full line fundraiser, have your supporters order their pickup items online. Representatives from your group must pick up your supporters' pickup orders at our facility in Franklin, NH and distribute them to the recipients. Flower 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 or wreaths at our facility in Franklin, NH. Your group is responsible for distribution of pickup orders to your supporters. Please note that flower bulbs are only available for direct shipping, and potted plants are pickup only. Many wreath products can be ordered for pickup, and certain wreath products are not available for direct shipping.

### Can I track sales to specific members of my group?

When you sign up, there's a form field that asks if you need to track sales to participants. Answer yes to this question on the registration form, then email us a list of names of your participating group members. Each participant will have their own unique link and participant code under your fundraiser. Supporters must use the participant's link or code to reach the participant's landing page and place their order from there to ensure the participant receives credit. Any orders placed using your overall group link or code will be credited to your group and not to a specific participant.

### Do you have catalogs, flyers, or social media graphics?

Yes! With all of our fundraising programs, a variety of marketing materials are available for download when you sign into your fundraiser admin account. You can personalize these with the group code for your fundraiser and print, email, or post online as needed. If you need assistance, just let us know and we can add the group code to any materials you need. Materials available for download may include catalogs, flyers, postcards, product photos, and social media graphics in a variety of sizes.



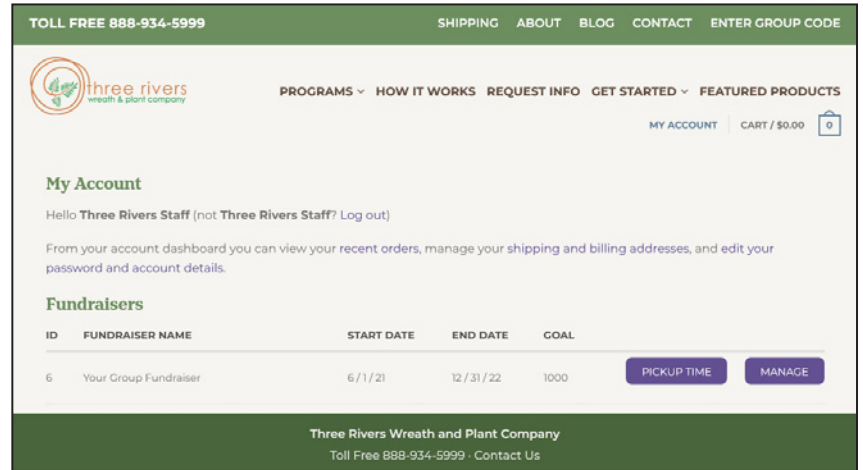
# Managing Your Online Fundraiser

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
- Description (sales pitch, info about your group)
- Group logo/photo
- Fundraising goal amount

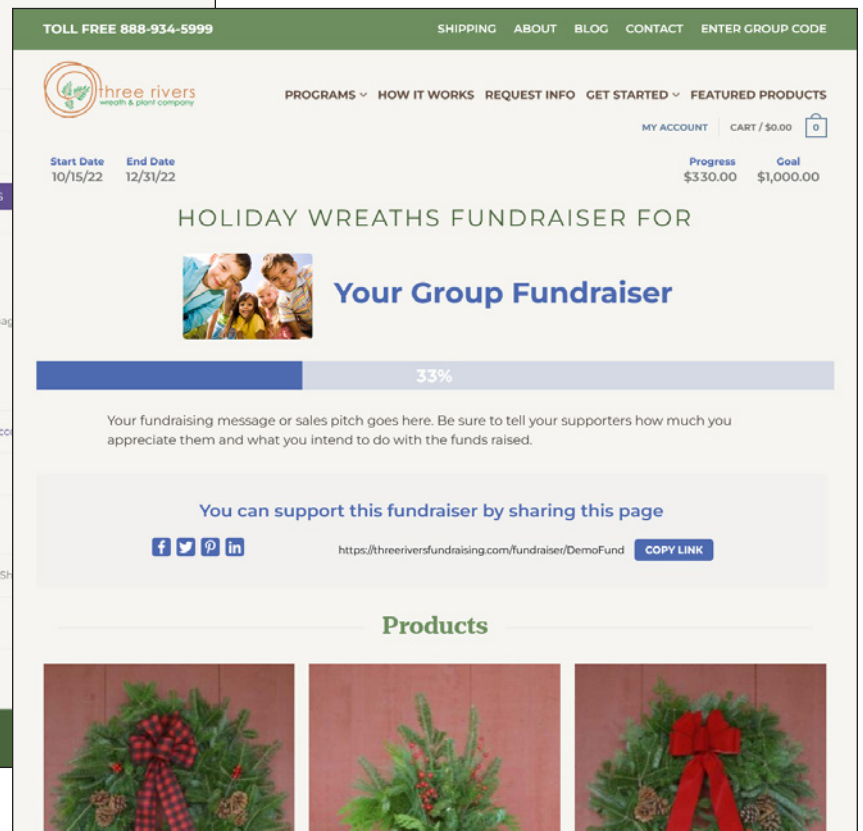
If you need to track sales to specific group participants, such as members of a sports team or scout troop, please let us know, email us a list of names, and we can set these up for you. In that case, each participant will have a link and participant code to use for their own landing page instead of your group's overall landing page. Individual participants do not have an admin login and cannot customize their page. A participant's landing page looks just like your group page, but with a banner bearing the participant's name at the top. The fundraiser profit and goal shown on the participant's page is specific to that participant.



Example of a fundraiser admin account page.

This screenshot displays the 'Edit Fundraiser' form. It includes fields for 'Start Date' (6/1/21) and 'End Date' (12/31/22). The 'Title' field contains 'Your Group Fundraiser'. The 'Description' field has a placeholder text about the fundraising message. There is a 'Logo' section with a photo of children and a 'Browse...' button. The 'Admin Email' field shows 'tracy@3rwc.com', and the 'Admin Phone' field shows '123-123-1234'. The 'Pickup Instructions' field contains text about a school pickup. The 'Fundraiser Goal' field is set to '1000'. A 'SUBMIT' button is at the bottom. A footer note states: '\* - Can only be edited by a Three Rivers administrator.' The footer also includes the company name and contact info.

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.



## Contactless Fundraising

**Direct-ship fundraising can be completely contactless**—promote your fundraiser to supporters, friends, and family via email, social media, text, or phone call. All direct-ship orders must be placed online. Orders will be shipped 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. Your profit check will be mailed via U.S. postal service.

For local New England groups, fundraisers with pickup can be mostly contactless. Your fundraiser can be promoted through the same contactless methods stated above, and orders are placed online. Your bulk pickup for potted plants can be completely contactless—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. For bulk pickup of wreaths,

our staff will bring you the items to be loaded into your vehicle(s). Your group is responsible for distribution of any pickup orders 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 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.

**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.**

## Safety Notes for Face-to-Face Selling

Whether your fundraiser is strictly direct-ship or includes pickup-only items, we recommend promoting your fundraiser through contactless methods to ensure the safety 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 usually those you already know, such as family, friends, and neighbors. Avoid selling to strangers unless you are in a public place with a trusted adult.

## About Our Products

Three Rivers Wreath & Plant Company has been producing high-quality balsam wreaths and related evergreen products since 1991. Our hand-crafted, double-faced wreaths are made with fresh evergreens picked daily and cold stored to preserve their freshness. Evergreen wreaths are a New England tradition we want to share with your organization and your supporters. No matter where you are located within the contiguous U.S., a fresh balsam wreath can be delivered right to your door.

We source our spring and fall-planted 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 product we sell. Flower bulbs must be planted immediately upon receipt and not stored. 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 (for wreath products, within 48 hours after receipt) and we will be happy to offer a refund or exchange.

### Double-Faced: The Three Rivers Difference

**Most Three Rivers balsam wreaths are double-faced.**

This means that wreaths are covered with greens on both the front and the back of the metal ring, unlike a single-faced wreath. Hang a double-faced wreath 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*

# Fall 2024 Bulb & Mums Fundraising • Important Dates

## August 2024

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

## September 2024

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

## October 2024

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Bulb Shipping Begins	2	3	4	5
6	7	8	9	10 Profit Checks Mailed	11	12

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Items ship directly to your supporters, except for potted mums. Your group is responsible for pickup and distribution of potted mums.

# 2024 Wreath Fundraising • Important Dates

## October 2024

SUN	MON	TUE	WED	THU	FRI	SAT
13	14	15 Fundraisers Open	16 Signup dead- line for pickup	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## November 2024

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10 Online orders due for ALL pickup dates	11 Signup deadline for direct ship	12	13	14	15	16
17 Online orders due for Ship Week 1	18	19	20	21	22 Pickup Day 1	23 Pickup Day 2
24 Online orders due for Ship Week 2	25 Ship Week 1	26	27	28 THANKSGIVING (Closed)	29 Pickup Day 3	30 Pickup Day 4

## December 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1 Online orders due for Ship Week 3	2 Ship Week 2	3 Pickup Day 5	4	5	6 Pickup Day 6	7
8	9 Ship Week 3	10	11	12	13	14
15	16 Profit checks mailed	17	18	19	20	21

“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”.

Please note that we cannot guarantee a specific delivery date or time frame for direct ship orders, only the week in which they ship out.

# Spring 2025 Bulb & Plant Fundraising • Important Dates

## March 2025

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

## April 2025

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

## May 2025

SUN	MON	TUE	WED	THU	FRI	SAT
				<b>1</b> Bulb Shipping Begins	<b>2</b>	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b> Annuals Bulk Pickup Day 1	<b>9</b> Annuals Bulk Pickup Day 2	<b>10</b>
<b>11</b> Mother's Day	<b>12</b> Profit checks mailed	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>

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Items ship directly to your supporters, except potted annuals. Your group is responsible for pickup and distribution of potted annuals.



# Join Us for All of Our Upcoming Fundraisers!



## Spring Bulb & Potted Annuals Fundraising

March 1 – April 27, 2025  
20% to 50% profit on direct-ship items  
\$5–\$7.50 profit ea. on potted annuals  
(Potted annuals order deadline 4/23/25)



## Fall Bulb & Potted Mums Fundraising

August 1 – September 25, 2024  
20% to 50% profit on direct-ship items  
\$3 profit ea. on potted mums  
(Potted mums order deadline 9/3/24)



## Holiday Wreath Fundraising

October 15 – December 1, 2024  
\$3–\$10 profit per item  
(varies by item)  
(Pickup items deadline 11/10/24)

*"Amazing company to work with. Their wreaths are gorgeous and last for months and months. They make fundraising simple and easy!" –Becky T.*

*"Thank you to Three Rivers Wreath Company! The Blue Star Mothers of NH are grateful for your participation in the Wreaths at Boscawen - State Veterans Cemetery. I loved to see their truck pull up loaded with over 1,500 wreaths." –Sue P.*

*"Moonsong Malamute Rescue, Inc. has partnered with Three Rivers Wreath & Plant Co. for their fundraisers for bulbs and holiday wreaths. We've found that the quality of their bulbs and wreaths are significantly better than you can purchase other places. If you are looking for a creative fundraiser, try Three Rivers!" –Gina D.*

*"Received my wreath yesterday. This is my first time ordering from you and I am impressed. Great quality, beautiful wreath. Thanks and Merry Christmas!" –Brandy B.*

*"I just want to say that I ordered 4 of your wreaths through my daughter's band fundraiser. All of them were received in excellent condition, full, beautiful and the best quality around! –Becky F.*

*"We picked our wreaths up Saturday morning and once again were so impressed with the service that we received from the time we contacted you to do this wreath fundraiser until the time of pick up and distribution. We once again received high quality beautiful and fresh Christmas wreaths. Another year completed and looking forward to another fundraiser next year!" –Becky E.*



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6/10/2024