

2011 Flower Sale Instructions

The Pack/Troop committee will sponsor the annual flower sale on Saturday April 30, 2011, from 8 a.m. to 5 p.m. and on Sunday, May 1, from 8 a.m. to 1:00 p.m. at St. Edward Church, 9608 Sue Helen Drive.

Why should I sell?

"A scout is thrifty. He works faithfully, wastes nothing, and makes the best use of his opportunities.

He saves his money so that he may pay his own way. . ." *Boy Scout Handbook*

This sale is an excellent opportunity for each scout to pay his own way. An older scout, who has a part time job, may earn enough through that job to pay his scout-related expenses. For most scouts, the flower sale will be the primary way he can earn enough to "pay his own way". We expect all pack/troop families to participate during the week of the sale, even if they have chosen not to sell flowers. An important point to remember is that **95% of the money a scout will earn will come through pre-selling the flowers** to his customers.

A scout who wants to fully participate in the troop program (including monthly camping and Summer Camp) can expect to pay about \$575 in costs each year. That would require that the scout sell about \$1,645 of flowers over a 10-week period. Scouts who plan to participate in a "high adventure" activity will need to earn more.

What are we selling?

We are selling flowers and plants grown by Morrison's Nursery. We have heard many compliments from other customers on the excellent quality of the plants. The prices of the flowers reflect an average gross profit of 35% for the Troop/Pack and a 5% tithe to the church. You will find a sample picture of the flower varieties in this packet. Not every color is depicted, just a sample of the flower.

We are also offering several types of mulch for sale. The mulch **must** be picked up by the customer (or delivered by you) on April 30 or May 1. Boy Scouts will load mulch into the customer's vehicle or trailer at St. Edward. Customers who may not buy flowers from you may want to purchase mulch. This is an excellent way to increase your sales.

Who should I sell to and where?

You should start with your family and relatives. Then you could talk with your neighbors. But you're not limited to just your neighborhood. Here are some other ideas for sources of customers: church members, school families, business associates of your parents, golf clubs, neighborhood pools, or other businesses that plant flowers or hang flower baskets.

How should I sell?

You should wear the complete Class A uniform when selling and be accompanied by an adult. You might approach someone by saying something like this:

"Hello, my name is _____. I'm a member of Boy/Cub Scout Troop/Pack 175 at St. Edward. I'm selling flowers and mulch for to pay my Scouting expenses. Would you consider supporting me by purchasing flowers and mulch?"

Some will say no. Be courteous and thank them. Don't be discouraged. Be persistent. Others may want to think about it. Leave an order form with them. For those who are not home, you could leave an order form and a note with your phone number on it. If you leave an order form with a customer, be sure and go back a few days later. This way, you are more likely to make a sale.

When you make a sale, please be sure that all information is filled out completely, is legible and accurate. You should double-check the math in each section and in the total section. Customers may pay with cash or by check. All checks should be made out to Troop 175 or Pack 175. Attach the check or cash to the order form using the paper clips that are supplied. Be sure to give the customer a receipt.

Some customers may want to pay you more than the order total, or may want to make a donation to you or to the scout Troop/Pack. You should never ask for such a donation, but if the customer insists, accept it and be sure to thank them for it. Write the amount on the order form, and turn it in with your order and it will be credited directly to your scout account.

Turn In Dates for orders:

The order forms should be turned in Friday of each week, as follows:

- **February 18, & 25**
- **March 4, 11, 18, & 25**
- **April 1, 8 & 15**

Please don't accumulate your orders until the end. Turn in your orders each week to avoid overloading those who have to process the orders. All orders must be paid in full at the time the order is taken. We suggest that you make a copy of all of your customer orders to keep for reference and follow-up.

What if the customer wants the order delivered?

Are you going to offer free delivery to your customers? In some cases, this may be the only way you can make the sale. There are several other factors you should consider in promising to deliver flowers or mulch to your customers. You cannot 'stack' flowers on top of each other. Ideally, you should have access to a pickup truck, a trailer, or a van where seats can be folded down or taken out.

On the order form, we have not 'advertised' free delivery. Each scout (and his family) should make that decision. If you have decided to deliver some or all of your customers' orders, be sure to mark YES to the item labeled "Scout Del?" in the Scout Info box of the order form. If this box is not checked as a delivery order, you will not be able to pick up the order early for delivery.

Thursday / Friday Deliveries –

Orders that are to be delivered by scouts to their customers will be pulled on Thursday, April 28. The flowers will be delivered to St. Edward around 9 a.m. Once we have inventoried and sorted them we will start pulling delivery orders around noon. You **must** pick up your delivery orders between 6 p.m. and 9 p.m. Thursday, April 28, or between 9 a.m. and 9 p.m. Friday, April 29. All delivery orders must be picked up by 9 p.m. Friday night.

Saturday / Sunday Deliveries –

If the customer is going to pick up the flowers (and most customers should do this), or if you plan to pick up flowers to deliver to your customer, but do not want to pick them up until Saturday or Sunday, mark **NO** to the item labeled "**Scout Del?**" in the Scout Info box of the order form. The flowers will not be prepared for Thursday/Friday pickup; instead they will be placed with all the flowers that are available for customer pickup during the weekend.

Customer Service

We suggest that you call each of your non-delivery customers the week before the sale to remind them to pick up their flowers on Saturday April 30 from 8:00 to 5:00 at St. Edward.

If any of your customers do not pick up their order on Saturday, they will be called Saturday evening. If the customer does not pick up their order on Sunday, it is your responsibility to remove the order from St. Edward and deliver it to your customer. No flowers may be left at St. Edward after 1:00 p.m. Sunday.