



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA®



NOBLE
VALLEY
FARMS



2021 WREATH SALES LEADER'S GUIDE

<https://www.threeharborsscouting.org/fundraiser/popcorn-wreath-sale/72333>

2021 Wreath Sale Calendar	
Saturday, August 7	Kick-off & Training
Wednesday, August 11	Make-up Kick-off & Training
Friday, September 10	Sale begins!!!
Friday, September 10 – Sunday, September 12	Blitz Weekend
Tuesday, September 14	Blitz Weekend submissions due by 11:59 p.m.
Friday, October 22	Sale ends!!!
Saturday, October 23	Prize Order survey site opens
Wednesday, October 27	Wreath Orders due online by 5:00 p.m.
Wednesday, November 10 – Friday, November 12	Top 12 Wreath Sale Deliveries
Saturday, November 13	Wreath Distribution (Camp Oh-Da-Ko-Ta)
Saturday, November 13	Wreath Distribution (State Fair Park)
Friday, November 19	Damaged/Missing Notification due by 12:00 p.m.
Tuesday, November 23	Invoices emailed to Unit Wreath Wrangler
Thursday, December 2	Prize Orders due by 11:59 p.m.
Thursday, December 2	Final Payment due
Saturday, December 11	Fallen Hero Wreath Ceremony

To help you (and Three Harbors Council) keep track of your sale, know this information:

Council: Three Harbors Council

District: Aurora, Red Arrow, Scoutreach or Southern Shores

Unit Type: Pack, Troop, Crew, Ship, Post

Unit Number

Knowing these four things will help everyone keep information accurate throughout the sale. Using these details in your correspondence will help keep things accurate!

Funding Your Program – Why Wreaths?

In 2019, Scouts in Three Harbors Council sold more than \$200,000 in wreaths with over \$100,000 going directly to the units that sold wreaths and Three Harbors Council to improve council camps and programs. Scouts themselves use these funds to pay for their program. Units used these funds to pay expenses such as charter renewal, awards and recognition and unit activities and campouts.

Wreath sales teach Scouts skills like responsibility, communication, and thriftiness. This program helps Scouts and units pay their way through the Scouting program, even providing the opportunity for Scouts and their families with a way to fund their Scouting experience without having to pay for Scouting directly from family funds.

Five Steps for a Successful Unit Fundraising Sales Campaign

1. Establish an annual unit program plan and budget based on input from your Scouts, parents, and leaders.
2. Once a plan is established, figure the cost for each month, and add 10% to the annual cost of the program for contingency.
3. Set a Unit wreath sales goal per Scout based on your budget.
4. Conduct a FUN Unit Kick-off to communicate the goals to families and Scouts.
5. Utilize all sales methods available to make sure your unit and Scouts hit their goals:
 - a. Take Order
 - b. Parent Sales at Work
 - c. Online Sales

Selling & Safety Tips

- ✓ ALWAYS wear your uniform.
- ✓ ALWAYS smile and introduce yourself.
- ✓ ALWAYS tell your customers why you are selling wreaths.
- ✓ KNOW the different kinds of wreaths you are selling.
- ✓ ALWAYS say "Thank You" whether you make the sale or not.
- ✓ ALWAYS make a copy of your order form.
- ✓ ALWAYS have a clean order form with a pen.
- ✓ ALWAYS walk on the sidewalk and driveway.
- ✓ ALWAYS sell with an adult.
- ✓ NEVER enter anyone's home.
- ✓ NEVER sell after dark unless you are with an adult.
- ✓ DON'T carry large amounts of cash with you.

Sales Methods

Take Order

- Use the sales sheet to take a customer's order and deliver their product to them later.
- Set-up a neighborhood pop-up store to conduct sales. Promote your sale through Facebook, Nextdoor, and other social media apps.
- Ask your parents to bring sales sheets to their office to make additional sales.
- Place order at <http://northwoodswreaths.com> by October 27, 2021.
- Make copies of each Scout's wreath order forms to make it easier for you to organize ordering and unit distribution.
- Pick-up product on November 7 and distribute.

Online

- Set-up your Rally Up site by visiting <https://go.wreathsaleapp.com/campaigns>.
- Sell the same products online that you sell in your community.
- Sales can be credited to Scouts in your unit.
- Products are NOT shipped; the order from online selling MUST be combined with the rest of your sales during your final order at the end of the sale.
- Products ordered online are picked-up along with your other sales and delivered by your Scouts to the customers.
- An FAQ sheet is available on the council's Wreath Sales webpage.

Individual Wreath Sales Incentives

Fallen Hero Wreath Blitz Weekend (September 10-12, 2021)

- Top 5 sellers council-wide each receive a \$100 Amazon.com Gift Card.
- Proof of sales submission for Blitz Weekend due by 11:59 pm on Tuesday, September 14.
 - Scan and email to wreaths@ThreeHarborsScouting.org
 - Take a picture and email to wreaths@ThreeHarborsScouting.org
- Only wreaths sold between September 10-12 will be qualified to enter.

NEW for 2021: Sales Achiever Gift Cards

- Gift Cards for ANY Scout that achieves retail wreath sales levels:
 - Sell \$500 - \$1499 in retail wreath sales = \$50 VISA Gift Card
 - Sell \$1500 - \$2499 in retail wreath sales = \$150 VISA Gift Card
 - Sell \$2500+ in retail sales = \$250 VISA Gift Card
- Submit copies of the eligible Scout's sales sheets by 11:59 p.m. on Thursday, December 2, 2021 to wreaths@ThreeHarborsScouting.org.

Unit Commission, Incentives & Payment

All units will receive a base 22% commission on all wreath sales, including Fallen Hero Wreath sales.

Earned Percentages:

Units can earn up to 3% additional commission by completing the following:

- Units that sign-up to sell on-time with both the council and vendor will get an extra 1% commission
- Units that attend on of the Fall Product Sales Kick-off & Training events will get an extra 1% commission
- Units that submit their full wreath payment on-time will get an extra 1% commission deposited into their unit account

Bonus percentages:

Unit can earn an extra 1% commission (total of 26%) by completing the following:

- Units that sold wreaths in 2019 that increase their sales by 10% from the 2019 wreath sale, with minimum total sales of \$1000 in the 2021 sale will be eligible for this bonus commission.
- Units that did not sell wreaths in 2019 which achieve minimum total sales of \$1000 in the 2021 sale will be eligible for this bonus commission.
- The 1% bonus commission will be deposited directly into the unit account.

Top 12 Units – Total Retail Sales

The top 12 units council-wide in total retail sales will receive free product delivery. To qualify for this benefit, your unit's total retail sales must be at least \$6000, and your unit must be one of the 12 highest units in total retail sales.

Invoices will be finalized by Tuesday, November 23. Please do NOT print an invoice prior to then as it may be inaccurate. All payments are due by December 2 in the form of a single check from the unit, payable to Three Harbors Council, at either Service Center. Three Harbors Council will not accept credit/debit cards for unit wreath sales payments.

Missing/Damaged Product Policy

- Units will have until November 19 to notify the council of any missing or damaged products that need to be replaced.
- **Absolutely no missing or damage adjustments will be made after November 19. There will be no exceptions to this deadline.**

Product Line-up

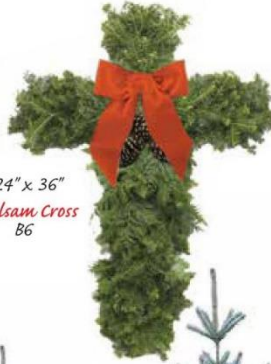
Handcrafted Wreaths & Decorations



Balsam Wreath
26", 36", 48", 60"
B1 B2 B3 B4



26" Fallen Hero Wreath Donation B5
Delivered to a National Cemetery to Honor our Veterans No Specific Fallen Hero



24" x 36" Balsam Cross B6



25' Balsam Garland B7



12" x 36" Balsam Candy Cane B8



32" Evergreen Planter B9



42" Evergreen Planter B10

Noble Fir Mixed Wreath
20", 36"
P1 P2



24" Premium Decorator Boxed Wreath P3



Mixed Noble Swag P4



Festive Holiday Chandelier P5



4' Mantle piece/Centerpiece P6



12" Holiday Yule Log P7



Fire Starter Basket P8

B Products primarily for outdoor use.
P Products primarily for indoor and outdoor use.

NOBLE VALLEY FARMS
NORTHWOODS WREATHS



Unit Wreath Kick-off

The Kickoff sets the tone for your wreath sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes! Play games to start the Kick-off!,

Divide Group into Parents and Scouts

Parents

Why We Chose the Wreath Program
Parent Packet or Guide (in the Sales Guides)
Lessons Your Scout Will Learn & Advancements
Pack Calendar and Budget
Sales Date, Order Forms and Money Collection

Scouts

Sale Forms
Safety & Selling Tips
Prize Program
Role Playing
Games

Review Unit's Planned Program

- Highlight last year's activities and what's planned for the new year
- Ask SCOUTS what they want to do!
- Pack Meetings and Awards

Pay for It All with Wreaths

- Importance of a Family/Scout Goal – Scouts with goals sell more!!
- Pack Goal: What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

What the Family Gets Out of Wreaths

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to → Nothing Out of Parents' Pocket

Recombine Group

- Recognize Last Year's Top Selling Scouts
- Generate Enthusiasm
- Extra Incentives
- Give Away Some Prizes!

Other ideas for your Unit Wreath Kick-off

Ice Cream Social

Kick Off at Campout

Do a Kick-off based on the theme

Wreath Game Stations

Offer a weekly prize

Prize Drawings for every 5 wreaths sold

Important Contact Information

Aurora District

District Wreath Wrangler TBD
Senior District Executive Larry Danner 414.443.2853 larry.danner@scouting.org

Red Arrow District

District Wreath Wrangler Jenny Dahlen 262.331.4413
District Executive Mary Kveton 414.443.2857 mary.kveton@scouting.org

Southern Shores District

District Wreath Wrangler Cheryl Eagan Geeber39@aol.com
District Wreath Wrangler Mary Jackson 414.329.9057
District Director Nathan Rackers 414.443.2845 nathan.rackers@scouting.org

Council Staff

Wreath Staff Advisor Mary Kveton 414.443.285 mary.kveton@scouting.org

Wreath Orders, Billing & General Questions Email: wreaths@threeharborsscouting.org

Three Harbors Council: www.ThreeHarborsScouting.org/Wreaths

Northwoods Wreaths: www.northwoodswreaths.com

Final Payment Mailing Address:

Three Harbors Council
330 S 84th St
Milwaukee, WI 53214

Final payments can be mailed to the Milwaukee Scout Service Center or paid in person at either Service Center in Kenosha or Milwaukee.

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