



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA®



NOBLE
VALLEY
FARMS



2022 WREATH SALES LEADER'S GUIDE

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

2022 Wreath Sale Calendar	
Saturday, August 6	Kick-off & Training
Wednesday, August 10	Make-up Kick-off & Training
Friday, September 9	Sale begins!!!
Friday, September 9 – Sunday, September 11	Blitz Weekend
Tuesday, September 13	Blitz Weekend submissions due by 11:59 p.m.
Friday, October 21	Sale ends!!!
Saturday, October 22	Prize Order survey site opens
Wednesday, October 26	Wreath Orders due online by 5:00 p.m.
Wednesday, November 9 – Friday, November 11	Top 6 Wreath Sale Deliveries
Friday, November 11	Prize Orders due by 11:59 p.m.
Saturday, November 12	Wreath Distribution (State Fair Park)
Friday, November 18	Damaged/Missing Notification due by 12:00 p.m.
Tuesday, November 22	Invoices emailed to Unit Wreath Wrangler
Thursday, December 1	Final Payment due
Saturday, December 10	Fallen Hero Wreath Ceremony
Friday, December 30	Earned Commission Disbursement

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 2021, Scouts in Three Harbors Council sold almost \$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

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.
- Ask your parents to bring sales sheets to their office to make additional sales.
- Set-up a neighborhood pop-up store to conduct sales. Promote your sale through Facebook, Nextdoor, and other social media apps.
- Place order at <https://northwoodswreaths.com/3harborswreath/> by October 26, 2022.
- 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 12 and distribute.

Missing/Damaged Product Policy

- Units will have until November 18 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.

Distribution Information

Wreath Distribution will be Saturday, November 12th 2022 at the State Fair Grounds.

State Fair Park - 640 S 84th St, West Allis, WI 53214

There will only be one distribution day this year due to logistical constraints.

Suggestions for Wreath Pick-Up:

- Schedule your pick-up appointment in advance
- Stick to your scheduled appointment
- Follow the signs and stay in line
- Bring a large vehicle/trailer to transport wreaths

Order pick-ups with large or numerous wreaths are recommended to bring an adequately sized truck with a bed or a trailer. Large wreath pick-ups will need to come to a secondary, larger loading door.

Unit Commission, Incentives & Payment

All units will receive a base 20% commission on all wreath sales, including Fallen Hero Wreath sales.

Earned Percentages:

Units can earn up to 5% additional commission for both sales (total 25% commission for by completing the following):

- Units that attend one of the Fall Product Sales Kickoff & Training
- Units that Submit their full wreath payment on time

The final commission will be deposited directly into unit account.

Individual Wreath Sales Incentives

Fallen Hero Wreath Blitz Weekend (September 9-11, 2022)

- 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 13, 2022.
 - Scan and email to wreaths@ThreeHarborsScouting.org
 - Take a picture and email to wreaths@ThreeHarborsScouting.org
- Only wreaths sold between September 9-11 will be qualified to enter.

Sales Achiever Gift Cards

- Gift Cards for ANY Scout that achieves retail wreath sales levels:
 - Sell \$500 - \$1,499 in retail wreath sales = \$50 VISA Gift Card
 - Sell \$1,500 - \$2,499 in retail wreath sales = \$150 VISA Gift Card
 - Sell \$2,500+ in retail sales = \$250 VISA Gift Card
- Submit copies of the eligible Scout's sales sheets by 11:59 p.m. on Friday, November 11, 2022 to wreaths@ThreeHarborsScouting.org.

Northwoods Top 6 Units – Total Retail Sales

The top 6 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 \$6,000, and your unit must be one of the 6 highest units in total retail sales.

Invoices will be finalized by Tuesday, November 22. 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.

Product Line-up

Handcrafted Wreaths & Decorations



Single Face Christmas Wreath
24", 30" Fir; 40", 60" Balsam
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' *Cedar 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



4' *Mantle piece/Centerpiece*
P5



12" *Holiday Yule Log*
P6



Fire Starter Basket
P7

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

District Executive Jackulyn Lollis 414.443.2850 jackulyn.lollis@scouting.org

Red Arrow District

District Wreath Wrangler Jenny Dahlen 262.331.4413

District Executive Austin Gulbrandson 414.443.2860 austin.gulbrandson@scouting.org

Southern Shores District

District Wreath Wrangler Mary Jackson 414.329.9057

District Director Nathan Rackers 414.443.2845 nathan.rackers@scouting.org

Council Staff

Wreath Staff Advisor Austin Gulbrandson 414.443.2860 austin.gulbrandson@scouting.org

Wreath Staff Support Adriana Martin 414.443.2872 adriana.martin@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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HAVE FUN!