

A Christmas Wreath is a gift and should be sold as one.

We have found that kids have an easier time making the sale by presenting the fundraiser as an easy and affordable way to send a gift. "It is as simple as placing your order and we take care of the rest." The gift can be shipped directly to a family or a friend's home, regardless of where they live. It makes for the perfect Christmas gift that is delivered by UPS to a loved one's home instead of asking the customer to buy one for themselves.

If presented properly, potential customer will see tremendous value and cherish the fact that they can take care of people on their Christmas list regardless of where they live. This will be done easily and for as low as \$35.00 without your customer having to shop and ship it themselves. This is a substantial benefit and solution for a lot of customers.

The value is in the delivery of the wreaths as a gift in addition to the wreaths themselves.

The added value of the personal greeting card that is included with each wreath also needs to be emphasized. We have found over and over again that people who at first did not want to spend \$50.00 on themselves and upon learning they can be purchased as a delivered gift for others wound up buying multiple wreaths.

Wreaths are a wonderful gift, but do not sell themselves. If you do not set goals, educate and coach your kids on the best way to present this program, you will not have a successful fundraiser.

Do not just send your kids home with the brochures without explaining how the program works, what to say and how to fill out the forms. If you do not take the time to do this you are wasting a very good fundraiser.