

Wreaths need to be sold as gifts!

When selling wreaths, participants (kids) must sell them as a gift for others. They need to explain that they can be shipped directly to the customer's home regardless of where they live. Emphasis must be put on the opportunity being offered to have a Christmas gift delivered by UPS to a love 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 less than \$50.00 without your customer having to shop and ship it themselves. This is a substantial benefit and solution for a lot of customers, not a burden to purchase something for themselves to support your organization.

The value is in the delivery of the wreaths as a gift more so than 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 a wreath for themselves upon learning they can be purchased as delivered gift for others wound up buying multiple wreaths.

Wreaths do not sell themselves. If you do not set goals, educate and coach you 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 with out explaining how the program works, what to say and how to have the forms filled out. If you do not take the time to do this you are wasting a very good fundraiser.

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