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## COVINGTON'S FUNDRAISING PROGRAM

### GROW PROFITS FOR YOUR GROUP!

Covington's Nursery supports our local schools, organizations and non-profit groups by offering a plant fundraising program that is incredibly easy to administer. We provide a package deal on annual flowers grown by Covington's so your group can generate big profits!

#### The package entitles you to these benefits:

- Special pricing of \$9.50 per 20-count flat of 4" plants (*Exception: Price for Pentas is \$12.50*). Minimum group order requirement is 100 flats/\$950.
- Up to 50 free color brochures of the flowers available for fundraisers (additional brochures available for a nominal fee).
- Master copy of order forms that may be customized with your group's information.
- Free Saturday morning delivery to your distribution location within our regular delivery area (we may be able to deliver outside our regular delivery area for a fee). Weekday delivery may be available upon request.

#### How the Program Works:

- Your Group Fundraising Coordinator submits an application and tax form (if applicable).
- Upon request, Covington's provides flower brochures and customizes standard order and recap forms (you can photocopy as many as you need for your sales force, or you may use your own order forms).
- Your group schedules your fundraiser to sell **Spring** flowers any time from February through April for delivery dates beginning mid-April. For **Fall** fundraisers, your group sells Fall flowers any time from August to October for delivery dates beginning early October. Since we grow the flowers right here at Covington's, we need a 4 week lead time from receipt of your final order to the delivery date you requested. Scheduling of delivery dates must be approved in advance.
- Your Fundraising Coordinator submits the final group order to Covington's on the Group Recap/Order form.
- Your customers pay your group. Your group keeps the profits up front and pays Covington's in full for the plants upon delivery, unless prepaid.
- Covington's delivers flowers at the prearranged date/location. Your group unloads the truck and distributes the flats of flowers to your customers. (Plan to have a sufficient number of people present at the time of delivery to unload the truck and stage the flowers. Our driver is not responsible for unloading or separating orders, but will make sure the correct number of each color and variety is delivered.)

Covington's regularly sells a 20-count flat for \$20.00. We'll sell them to your group for \$9.50 a flat, then you decide how much profit you will make from your fundraiser because you set the price of the flats you sell. If you sell them for \$20.00, your profit is \$10.50 or 52.5% a flat!

## Follow These Easy Steps To Grow Your Fundraising Profits:

1. Once your fundraiser application has been submitted to Covington's and you receive the flower brochures and forms, hold a fundraising kick-off meeting to set specific goals for individual and group fundraising sales. Explain to everyone how their sales efforts will benefit your entire group/organization.
2. Distribute flower brochures and individual order and recap forms. Review forms, plant offering on brochure, price points, sales dates, due dates and delivery dates.
3. Everyone wants blooming flowers in their yard so get out there and sell to your family, friends and community!
4. Be sure all forms are filled out legibly and completely. Completed individual order and recap forms should be returned to your Fundraising Coordinator on time so the final group order can be submitted to Covington's.
5. Your Fundraising Coordinator places the final order by submitting a completed Recap and Order Form to Covington's Nursery by the predetermined sales deadline date.
6. When collecting payments, make certain all customer checks are made payable to your group, not to Covington's Nursery. Your group keeps the profits up front and pays Covington's in full for the plants upon delivery, unless you choose to prepay.
7. Covington's will deliver the flowers ordered to your group's Fundraising Coordinator at the pre-designated time and place.

***Covington's will make every effort to ensure your complete satisfaction. All orders are final as of the deadline date and are subject to availability. If necessary, we will provide like substitutions if mutually agreed upon. Submit your order as early as possible for best selection.***

**NOTE:** Although we cannot offer the fundraiser package deal for group orders that fall short of 100 flats, we can provide discounted pricing of \$12.50 a flat for orders of at least 55 flats of flowers available and on hand in our back growing area. That's still a profit of \$7.50 or 37.5% per flat! (*The flat price on Pentas will be \$14.00.*) Once we receive payment, your group's representatives can come to Covington's to pick up the flats of flowers that you'll distribute to your customers.

**Please contact Mary at (972) 475-5888 Ext. 111 or [mary@covingtonnursery.com](mailto:mary@covingtonnursery.com) for more information about Covington's Fundraising Program.**