

93rd EGLINTON ST. GEORGE'S FERT 'N DIRT SALE

2011 PARENT / YOUTH INSTRUCTIONS

Our annual Fert 'n Dirt Fundraiser Sale, is now underway. For those who are new to the 93rd Group and, as a reminder to previous participants, this is our key annual fund-raising event and we count on the active participation of all families. It is through your effort that we can provide the first-rate program for our Beavers, Cubs, Scouts and Venturers. Scouting is about "Service" and this is a wonderful service to many who buy from us each year as the products are delivered to their door. It is also a great life-skill for the youth as it provides an opportunity to contribute to "their" organization.

Along with this information sheet, your Team Lead will have delivered an envelope containing: order forms, summary sheets and sales route map(s). Sales must be completed by Saturday, April 16 so if you start now you should have four weekends to complete your sales routes.

SUGGESTIONS AND PROCEDURES

1. It is important that your son canvass his assigned route. If we could give each boy his own street, we would; but we have a number of registered youth on certain streets and we have to allocate the routes so they are not calling on the same house. Relatives and friends should be kept in mind as potential customers. Over the years some routes have conflicted with other Scouting Groups. Please notify your Team Lead of any conflicts. One potential way to avoid this is to start your routes as soon as possible after receiving this package.
2. Before starting to canvass, your son should **print his name and phone number** on the line provided on the green order form. Some houses will take the form to review the products offered and then phone you with the order. If no one is home when you call, the order form should be left in the mailbox for a follow up on the next visit. In either case, preparing the forms in advance is a lot easier than doing it on a cold doorstep. **A separate personalized note from the individual Beaver / Cub / Scout** has proven to be a successful sales technique. Additional sheets can be downloaded from www.93rdtoronto.com
3. It is important to realize that sales success comes from canvassing the assigned route more than once, meeting householders face to face and making the sales pitch. Generally people are quite supported of Fert 'n Dirt and willing to support our Scouting Group. Being a neighbourhood group is also a benefit. Top sellers are recognized at May year end banquet.
4. **Leave the summary sheet at home** and fill it in once you have collected all the green order forms. The purpose of the summary sheets is to make sure your orders balance, so check the quantities and dollar amounts at the bottom of the sheets to ensure they match. If a customer requires a receipt, simply fill out a duplicate green order form for them.
5. **WE DO NOT HANDLE CASH!!!!!** We can't emphasize this enough! Please give us your own cheque for the total cash you receive from customers. On the green and yellow forms, **enter these amounts as "cash"** in the appropriate places – **not in the "cheque" boxes or columns**. If you have more than one youth in the program, please provide **separate cheques** for each of their cash totals. Similarly, **if you split your personal order** between your children, please pay for them individually. We track each person's order separately and do not mix order and payments between siblings.
6. **YOU MUST SUBMIT A CHEQUE FOR ALL COD ORDERS THAT YOU AGREE TO HANDLE.** Enter **these orders as cheque on the green and yellow sheets to remind you to follow up**. Based on past experience, most customers are prepared to pay up front or provide a post-dated cheque (i.e. April 30, 2011).
7. Finally, please paper clip (**do not staple**) each customer's cheque to their green order form. Then arrange the green forms in the order they are in on the summary sheets before handing everything to your Team Lead.

IMPORTANT DATES

April 16, Saturday – Return the completed green order forms, the yellow summary sheets and all cheques to your Team Lead. All your original green order forms and summary sheets will be returned to you on delivery day.

April 30, Saturday – Delivery Day starts at 9:00 a.m. at Lawrence Park Collegiate Institute (south parking lot). **You are responsible for picking up and delivering your orders.** Waiting time to pick up and load your order will probably be shorter if you arrive after 10:00 AM. All orders must be picked up by noon. Delivery Day is a busy time so please be patient.. Some of the participants will need help delivering their orders, so if you have access to a truck or trailer, please let us know. **Volunteers are needed to help on delivery day to load cars, move product and clean up at the end.** If you have high school students, who are not in Scouts, volunteering on delivery day at Lawrence Park counts for community service hours. If interested please contact Graham Allen at (647 403-3192) or via email gallen@rogers.com for further information.

Your Team Lead is: