



TIPS FOR MAKING SALES - COMPOST FUNDRAISER

STEP 1. Sit down with your parents and make a list of ten people you know who have gardens. Phone each person and tell them about the sale. When you are finished, ask them if they have friends who might be interested. Record names and numbers and repeat the process. Be polite and always say thank-you whether you make a sale or not.

STEP 2. Ask your parents if they will take some order forms to work with them.

STEP 3. Get together with a friend and go door to door on your block one evening.

WHAT YOU SAY TO POTENTIAL CUSTOMERS:

Hi my name is _____. I am a student at Oak Bay High School and we are selling garden manure to raise money for our band tour this year. Would you please support us with a purchase?

If there is no one home, leave an information sheet and return at a different time.

If the customer asks how much they should order, you can tell them a 40 pound bag of compost covers 12 square feet, one inch deep. A good starting order could be 10 or 20 bags, depending on how deep the customer wants the compost to be in their garden.

ADVERTISING and COMMUNICATION

Make sure you always leave a flier at a potential customer's home so they can get back to you if they are not home. **Include your name and contact information** so you don't miss out on a sale.

Places to Post Fliers - posting physical signs is important so you reach older customers who may not use social media

- on information poles in your neighbourhood
- At the grocery store
- At the compost centre
- At the hardware store
- At your parent's workplace

Social Media

- Ask your parents to post on facebook
- Post on in local groups in Facebook: Oak Bay Local, Oaklands Fernwood Local, Fairfield Gonzales Local

TRACKING ORDERS AND PAYMENTS

Track your orders in the shared drive so the information is organized and easy to reconcile. A link will be provided.

Ask customers who are paying by School Cash Online to include a note with your name so you get credit for the sale/payment.

If you collect a lot of cheques, you could ask the customers to make the cheques out to your parents and they can write one cheque to the school with your orders. This makes your order easier to reconcile and ensures payment accuracy.

TIPS FOR WORK SHIFTS

Gear needed:

- Old clothes that can get dirty
- Wear layers, including a rain jacket
- Rubber boots or work boots (NO running shoes, they will be ruined)
- Warm socks

- Work gloves
- Hat/Toque
- A shovel

We will be working in any weather, so please be prepared for rain, hail, snow, wind (and sometimes beautiful sunshine). Dress for the weather. This is VERY important, and layers are best.

Bring snacks, water and a bagged lunch to keep your energy up.

DELIVERY TIPS

In the past, some parents have rented vans or trucks in order to take as many bags of compost out for delivery as possible at one time. On delivery day, the school driveway can get very busy and the fewer times you need to come back, the faster you are finished. Renting a work vehicle for the day also saves your car or SUV from becoming dirty.

Map out your deliveries ahead of time, so you can drop-off efficiently. One way to do this is to photocopy a map of your delivery area and plot addresses on the map.

Create a spreadsheet or worksheet with addresses, number of bags and delivery instructions. Alternately, put all of the order forms in order of delivery so you have the instructions and drop-off information handy.

If your orders will be delayed, please make sure you contact your clients and let them know when to expect their order.