

Evanston Lighthouse
Rotary Club

2016
Holiday Sale
Guide

Holiday Sale Guide

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Purpose of the Holiday Sale

Each year, beginning in October, the club sells high quality poinsettias, citrus fruit, spiral cut hams, pecans, and trail mix for holiday celebrations and gifts. The sale is the major fundraiser of the year for the club.

Each club member needs to fully participate in order for the club to meet its fundraising and community service goals. Each year our customer base expands and our proceeds have grown steadily, helping our community service funding meet growing needs. The more we sell, the more we earn, and the more we can help.

Each year the proceeds from the Holiday Sale are used to fund a number of community and international organizations and projects. This can be used as a handout or enclosure with the order form. This is why our Holiday Sale needs to be a success. More information about our beneficiary organizations and projects can be reviewed at the club's website – www.evlrc.org.

2016 Holiday Sales Organization

The following members serve as the Holiday Sale Committee. Feel free to contact any of them to ask questions about products, materials or procedures.

Steve Carlson: General Manager

Steve Carlson: Flower Product Manager

Kate Collinson: Pecan Product Manager

Kate Collinson: Citrus Product Manager

Ken Green: Ham Product Manager

Steve Goranson: Trail Mix Manager

Business Manager: Joan Borg

Information Systems Managers: Ken Green and Bruce Baumberger

Distribution Support: Pendingg

Special Volunteers Who Will Sign Up at the Appropriate Time:

- Order Entry Processors (Helping Joan Borg)
- Distribution Helpers @ Anton Florists (on December 3, 2016)
- Distribution Helpers @ Evanston Subaru (on December 10, 2016)

Top 10 Sales Tips

1. Prepare and prioritize your prospect list (October 15-31).

Previous year customers first, high priority new prospects second, all other prospects third.

2. Prepare and send letter or email to your entire list (October 20-November 5).

Use email, Facebook, or USPS – your choice.

Use the supplied general letter or prepare your own more personalized one.

3. Emphasize community benefits.

We support local organizations and projects that benefit Evanston families and children.

4. Call or visit each prospect (top down) (by November 15).

Follow up to obtain their order and to arrange for pickup or delivery.

5. Sell benefits and ease of participation and overcome objections.

- “This sale helps a lot of families and children in need in Evanston”

- “We will deliver directly to your door – when you want”

- “We take credit cards”

- “We can handle and encourage gifts and donations”

6. Obtain other leads and prospects - Business, Family, Neighbors.

Customers can often suggest others who might be interested in sale items. Also, carry Order Forms and Holiday Sale flyer with you and be ready to hand them out at parties and meetings. Always “ask for an order”.

7. Refer to Rotary’s world-wide objectives.

We also support Rotary International’s programs to promote world peace and understanding, and RI’s signature program to eradicate polio.

8. Suggest add-ons (fruit w/flowers, fruit w/ ham etc.) to past customers.

One more poinsettia or one more box of oranges will help to build order size.

9. Suggest making a tax deductible food gift to an Evanston shelter or food bank or a direct donation to our club foundation – and we will handle delivery. (Cash donations are tax deductible.)

10. Send a thank you note.

Holiday Sale Website

Important information about the Holiday Sale will be posted on the club's website (www.evllrc.org) in the members' area and also at www.evllrc.net.

Sample Sales Letter

October __, 2016

Dear _____, (or Friends and Neighbors),

Fresh Citrus, Hearty Hams, Pecans & Trail Mix, Blooming Poinsettias, Azaleas and Wreaths

That's right, it's time for Evanston Lighthouse Rotary Club's annual Holiday Sale to raise money for that will directly benefit many Evanston residents, particular children.

Over the past 30 years the Evanston Lighthouse Rotary Club has donated over \$500,000 to local organizations, benefiting thousands of families and children in need in our community. **This year these people need your help more than ever.** Enjoy fresh Florida citrus, holiday hams, pecans and beautiful poinsettias, azaleas or wreaths and you will help raise money to support them. These are items most of us normally purchase during this time of year, and since our club sale is run by volunteers, 100% of the net proceeds go directly to charitable programs.

Something to consider: order one of our holiday items to be delivered to your favorite Evanston area charity (a homeless shelter, for example), and we can deliver it for you with your personal message. You will receive a receipt for your paid order, which would then be 100% tax deductible for you if the recipient is a charity (please consult your tax professional). An early order is appreciated to help determine charity delivery volunteers and schedules.

To place your order simply call me or fill out the attached order form and return it to me. I'll deliver the items to you at a mutually convenient date in early December. Hams and pecans can be available before Thanksgiving with an early order. Poinsettias are available from mid-November on.

Thank you for your support (OR continued support in the case of past customers).

Happy Holidays,

Rotarian's Name

Personal Email address

Personal Fax #

Personal Phone #

Holiday Sale Ordering Instructions

Each Rotarian is responsible for completing and submitting an Order Form for each of his/her customer's orders.

Orders can be submitted in three ways:

- (1) **By entering them yourself using the Holiday Sale website at www.evsrc.net (recommended method).** To use this method you must be trained and be issued a password – contact Ken Green k.b.green@outlook.com or (847) 530-7692 for assistance. Please follow these instructions for online order entry:
 1. Go to www.evsrc.net
 2. Enter your username and password. Your username is your first initial plus last name. You'll be issued a unique password.
 3. You will land on your own home page that shows your orders.
 4. On the left-hand menu, click "Enter new order". You'll be taken to the order entry page.
 5. Enter a batch ID for this order. The batch ID is used to group your orders into batches so you can see a summary report of what you have entered on a particular day. By default the batch ID begins you're your username – add a sequence number to your username to create a batch, for example, "jdoe01".
 6. Select the customer for this order. You can search the list of existing customers by typing part of the customer's name or address into the search box, and then press ENTER or click the button. Matching customers will be listed for you. Select the customer from the list, or if your customer is not on the list, click the "Add new customer" button. Remember to "Save changes" after you add a customer. You can return to the order entry page after adding the new customer.
 7. If you find the customer in the list but need to update some of the customer's information, select the customer and click the "Edit customer" button. Remember to "Save changes" after you edit a customer. You can return to the order entry page after editing the customer.
 8. Next you must select the Rotarian for this order. Click one of the letters shown to display the Rotarians whose last name begins with that letter. Select the Rotarian from the list.
 9. Change the flower or food pickup dates and types if necessary. The primary pickup dates are shown by default.
 10. For each product on the order, select the product and enter the quantity ordered. Add any special instructions for the product's handling.
 11. Click "Save changes" to save the new order. You will be taken to the order confirmation screen. Check the data on the screen and if it needs correction, click "Edit this order" to make changes. Since the online order form allows you to enter only five items at a time, click "Edit this order" to add more items to your order.
 12. After completing your order, print a copy of the Order Confirmation form to turn in at the next club meeting. If there is a check that goes with the order, paper clip the check to the order confirmation form and write the check number at the bottom of the form, in the lower right hand corner. Please also record your initials and the date entered on the form. Also be sure to handwrite, in the upper right hand corner of the customer's check, the order number shown on the sale confirmation.
 13. Hand deliver the printed, order confirmation forms to a club meeting by placing them in the cardboard box on the Club Secretary's table -- please do not put them into the order collection box so the entered orders can be kept separate from non-entered ones.

Questions? Please contact Joan Borg or Ken Green

Joan Borg: borgjoan@gmail.com (847) 420-8581

Ken Green: k.b.green@outlook.com (847) 530-7692

- (2) **Orders Forms may be brought to each Tuesday morning meeting on a weekly basis.** Place the completed Order Forms, along with any payments attached, in the special Order Form box on the sign-in table or give them directly to Nancy Phillips. Order processing needs to proceed as quickly and orderly as possible.]
- (3) **Order Forms may be scanned and emailed to Joan Borg.** If you have been paid by check write the check number on the bottom of the form before emailing to Joan. Keep the original order form for your records. If you have emailed the order form, do not bring the order form to the meeting. Doing so runs the risk of having a duplicate order entered in our system.

Please get your completed orders into the system promptly. It is not an official order until it has been entered into the system and it is easy to misplace an order.

Copies of the order form are available on the club's regular website (www.evlrc.org) – look on the homepage, left column, document downloads section. Download the fillable PDF version of the Order Form to tailor/personalize it for your use (your name, phone, fax, etc.). You may also download and print plain copies to be filled in manually.

All information must be entered on the Order Form – Important Information to Include:

- **Rotary Contact Information: Your telephone numbers and email address.**
 - You are responsible for your orders – you will get a call if the form is not complete or if the form can't be read.
 - Each Rotarian must keep a copy of each order form.
- **Customer Name and Address**
 - Must be complete for future address labels- include Zip Code.
 - Complete name (e.g. William Smith, not Willy Smith).
 - *If a two last name family, please use the same name each year (or we will have two addresses for the same family).*
- **Pickup date: Essential; Critical; Must Be Included On all Order Forms!!!**
 - Most important – be sure to include the pickup date on all orders
 - Hams and pecan products may be ordered for delivery prior to Thanksgiving (for Thanksgiving).

If you are picking up flowers/greenery at Anton's, there are some very important timing rules:

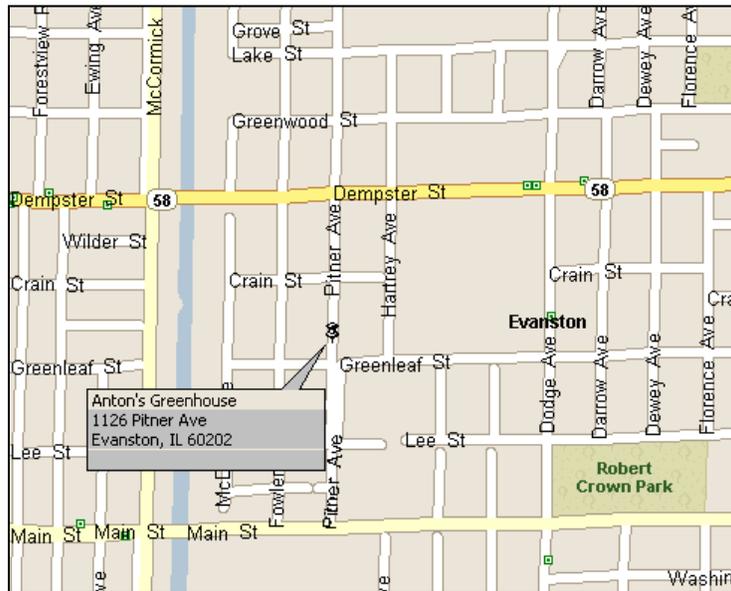
- **If you are entering your own orders on the Holiday Sale website, the order must be in the system by 12 noon the day before you want to pick it up;**
- **If you are depending on the committee to enter your order, you must email it or give it to Joan Borg three days before the day you want to pick it up. **Calling Gary Anton will not speed up your order!** He is very cooperative, but he will not hand out products until the order(s) have been entered into our system. If necessary, Steve Carlson can help coordinate the pickup of these orders. The Rotarian will be sent an email notice of these early or late pickups the day before they are to occur.**

Note: All Flowers/Greenery orders must be picked up on the date stated on the Order Form. If you need to make a change, there are two ways to make the change:

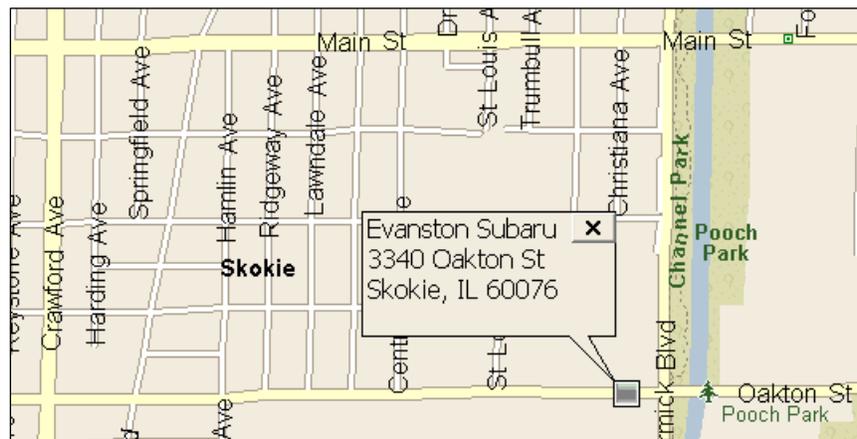
1. If you are entering your orders on the Holiday Sale website, go into the system before noon the day before the pickup date and pull up the order and change the date to a later date.
2. If you are depending on the committee to make the change, please get the change to Joan Borg three days before the pickup date on the order. If you don't have that much time, contact either Steve Carlson or Ken Green.

- **Method of payment needs to be shown, and all checks or cash received at the time of the order needs to accompany the completed Order Form(s).**
- **Credit card payments**
 - Please print numbers clearly.
 - Customer's statement will identify Evanston Lighthouse Rotary Holiday Sale as the vendor.

Anton's Greenhouse – Flower and Wreath Pickup Site
Pick up scheduled for December 3, 9:00 AM to Noon



Evanston Subaru– Fruit, Ham, Nut Pickup Site
Pick up scheduled for December 10, 9:00 AM to Noon



Note: Look for the Rotary pickup signs.