

POINSETTIA TIME AGAIN!!

Fellow Rotarians,

Thank you for the great job you did last year in raising \$4,248.55 to support our men and women in uniform – primarily at the U.S. Marine Corps Miramar Air Station.

Last year, in our first year, we sold 84 cases of poinsettias. This year, due to a shortage of plants, our supplier has designated us as one of two approved organizations to receive poinsettias in San Diego. This presents us with a real opportunity to expand our customers for this great fundraiser.

Due to the Covid-19 pandemic, as of now this is our only fund raiser and our opportunity to raise more money this year than last. Based on your response and enthusiasm I have ordered 200 cases and am confident we will meet this goal.

The plan below gives a timeline to take us to distribution on December 5th--

- **August 1—Kick off**
- **August 6—Commence promotions and sales**
- **August 6 through November 19—Continue sales and review progress**
- **November 19—Last day to buy poinsettias**
- **November 26—Place order with vendor**
- **December 5—Delivery at Bernardo Heights Country Club**

Attached you will find flyers to use for promo and to attract other clubs and organizations to join this fund raiser—lets have fun doing this!!!!

- ⇒ **Start your team today! Join with 2 or 3 other Rotarians to contact businesses and friends**
- ⇒ **Talk to everyone you know. Everyone like poinsettias. Don't be shy to ask for the sales...it works!!!**
- ⇒ **Last year our largest sale was 20 cases to a doctor who used them as gifts and to decorate his office and home. Lets beat that sale!!**

Thanks for your support! Call Mike Stelman at 858-229-5615 with questions