



Compost Fundraising Sales Details & Rules

Purpose?

1. Generate funds for your group
2. Raise awareness of composting
3. Provide a valuable contribution back to the environment

What is being promoted?

A nutrient rich soil amendment called NatureMade™ Compost.

How is this good for the environment?

By composting, we are able to reduce the amount of waste going into landfills and turn it into a valuable resource, which is excellent for your lawns and gardens! This process also reduces greenhouse gas emissions from landfills.

How much does the compost cost?

The price per bag of compost is **\$10.00, 3 bags for \$25.00 or 5 bags for \$40.00**

Cost / Proceeds to your group:

This is a break-even project for our company. The main costs to the group are advertising and signage, trucking and bags – all of which are paid up front by CG, then deducted from the group's revenue. This typically comes to approx. \$1,300 to \$1,800. For example, if your group raises \$3,000; \$1,300 to \$1,800 would be taken off and you would receive the remaining \$1,700 or \$1,200.

Estimated Funds that Could be Raised by Your Group

One 20yd³ truck yielding **440-520 bags = \$1,000 to \$2,000** to the group

Two 12yd³ trucks yielding **528-624 bags = \$1,900 to \$3,100** to the group

Three 12yd³ trucks yielding **792-936 bags = \$3,500 to \$4,600** the group

A **\$500 deposit**, to be **submitted within one week of application**, will be required from groups wishing to participate. **Please note that any group that drops out of the program after March 13th will lose their \$500 deposit**, due to costs that will have been incurred by CG to that point (such as flyer printing/distribution, time and expenses to prep supplies and signs for sale locations and other advertising costs). **We start advertising early!** The actual cost spent per group at this point of the program is ~ \$1,000. Having a group drop out after March means that their initial expenses end up being carried by the remaining groups, which is unfair. The \$500 deposit will be used towards your group's expenses; if the final expenses come to \$1,800 (\$1,800 - \$500), \$1,300 will be deducted from your total revenue for expenses at the end.

How to promote NatureMade™ Compost?

The most successful way is to pre-sell to parents, neighbors, relatives, co-workers and friends. **Use Facebook, Twitter, Instagram! Distributing flyers and word of mouth advertising** is still a great way to let the rest of the community know about the sale and will help contribute to your group's success.

Bagging?

Garbage bags will be provided to fill with ~ 40 lb of NatureMade™ Compost. You will need volunteers for shoveling/bagging. If your site allows it, try to start bagging Thursday or Friday before your sale! If people bring burlap sacks or garbage cans, those can be filled for them at the sale.

Volunteers?

A **minimum of 10** volunteers are required to help out on the day of the sale (or whenever you are bagging). If you can get 15 to 20, that will make the shoveling easier for everyone. It is best to have two shifts for the bulk of volunteers on sale day. One from 8:00 am to 11:30 am and the second from 11:30 am to 4:00 pm, with the ones able to shovel the most scheduled for the first shift. **You MUST have 2-3 volunteers lined up to sell compost on Sunday and the following Saturday, just in case you don't sell out...remember the more YOU sell, the better YOUR group does!**

Distribution of compost?

We are holding all sales on **Saturday May 9th, 2020**. Your group is **responsible for finding a location and obtaining permission from the property owners**. Compost will be delivered in bulk to the sale location a few days before the day of the sale (depending on location, trucking availability and if you are able to pre-bag). The compost can either be dropped off on the parking lot or the lawn for bagging. Just a reminder, compost is excellent for lawns; therefore, it will be beneficial to leave any leftover compost there afterwards. Product information sheets (instructions on how to use the compost and its benefits) will be provided by Cleanit Greenit to be included with every bag of NatureMade™ Compost sold.

What happens if you don't sell out?

If there is compost leftover, **it is the group's responsibility to finish selling it or to move it off the sale location** if it cannot be left there. If compost is moved to another sale location, the following rules apply: **Baggers** get 65%; **Sellers** get 35% of the proceeds. **Be prepared to sell the remaining bags on Sunday morning (the next day)!** – Have 2-3 volunteers tentatively lined up to sell compost on Sunday. What happens if you still don't sell out?!.... You can run a sale the following Saturday! So have 2-3 volunteers tentatively lined up to sell compost on **Saturday May 16th**, just in case. **REMEMBER – THE MORE BAGS YOU SELL – THE LARGER YOUR PROFIT!!**

If you sell out before 3 pm on **May 9th**, you **MUST** keep one volunteer at your sale location until 4 pm re-directing traffic to sale locations that have not sold out. **THIS IS A REQUIREMENT TO HELP EACH OTHER!!**

Second Weekend Sales

If there is compost leftover after the first weekend, a limited number of sales will be held the following Saturday (long weekend) at the locations that were most successful. This means that some groups may need to move to a different location and borrow another group's location. **PLEASE MAKE SURE YOU GET PERMISSION FROM YOUR LOCATION AHEAD OF TIME FOR A SECOND SALE ON THE SATURDAY OF THE LONG WEEKEND**, just in case!

This way if your group **or another group** needs to run a sale at that location there won't be any issues.

Remember – the **KEY** to a **SUCCESSFUL** sale is to **ADVERTISE, ADVERTISE, ADVERTISE!!! and to have plenty of VOLUNTEERS!!!!!!**

Email will be our main point of contact, please check it frequently to stay up-to-date with information and communication. Remember to check your junk mail just in case.

For further information please contact:

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