



Compost Fundraising Sales Details

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 trucking, bags, signage and advertising – 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

How to promote NatureMade™ Compost?

The most successful way is to pre-sell to parents, neighbors, relatives, co-workers and friends. Use **Facebook!** This way we know how much compost we'll need and how much revenue your group will receive. However, **distributing flyers and word of mouth advertising** is the **best** way to let the rest of the community know about the sale and will help contribute to your group and the environment.

Bagging?

Garbage bags will be provided to fill with ~ 40lb of NatureMade™ Compost. Volunteers will be responsible for 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). It is best to have two shifts for the bulk of volunteers. One from 8:30am to 11:30am and the second from 11:30am to 3:30pm. **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?

This year we are holding all sales on **Saturday May 11th, 2019!** You will **need to provide a location**. 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 will be included with every bag of NatureMade™ Compost. (I.e Instructions on how to use the compost and its benefits.)

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 volunteers tentatively lined up to sell compost on **Saturday May 18th**, just in case. REMEMBER – THE MORE BAGS YOU SELL – THE LARGER YOUR PROFIT!!

If you sell out before 3pm on May 11th, you must keep one volunteer at your sale location until 4pm re-directing traffic to sale locations that have not sold out. THIS IS A REQUIREMENT!!

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!!!!**

Please note that any group that drops out of the program after **March 20th** will be subject to paying for any costs that have been spent by Organic Soil™ to that point, such as advertising costs. We start advertising early!

For further information please contact:

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