



# RPM Ecosystems

## Conservation Tree Sale Program

### *Checklist for a Successful Fundraiser*

- Register your Fundraising Sale with RPM** - Fill out and return the Customer Information and Agreement forms to RPM Ecosystems LLC.
- Check if a resale license is required and follow your state's process.**
  - Some states require a permit or license to resell plant material. Contact your state's Department of Agriculture for more information.
- Choose the species you will offer from** the List of Species for Fundraising Sales from RPM. If there are other species that better suit your local conditions and tree planting functions, contact RPM at 888-776-9590 to check on availability.
- Enlist a Coordinator** to head up the effort.
  - *Hint: A retired businessperson or parent with experience in Scout cookie sales or school fundraisers is ideal!*
- Establish Your Fundraising Sale Calendar**

A successful fundraiser needs 9-10 weeks for promotion, order taking, and delivery from RPM Ecosystems. Note: Make sure that your delivery dates correspond to the local tree planting season. Check with RPM Ecosystems, or locally with Cooperative Extension or professional arboriculturist if unsure about the timing.

  - **Set customer pick-up date.** Your trees will arrive 1-3 days prior to your pick-up date. Recruit volunteers to assist with unloading.
  - **Set date that you will place your final order with RPM Ecosystems**
    - Orders must be submitted to RPM two weeks prior to pick-up date.
    - Allow three days to compile your customers' orders and payments.
    - Double-check all numbers, pre-payments and fill out the Order Form to RPM.
  - **Set your Fundraising Sale order deadline** for at least 17 days prior to customer pick-up date.
- Select a delivery and pick-up location**
  - Site must be available and secure from time of delivery to final pick-up.
  - Site must be large enough for delivery and pick-up of trees.
  - Sites protected from wind are ideal.
  - Access to water is necessary.
- Create your marketing materials**
  - See Samples of sales flyer, press release and ad.
  - RPM Ecosystems will provide you a template in MS Word of your Retail Order Form.
- Advertise your sale**
  - Use a variety of media – the more the better – to publicize your Fundraising Sale in newsletters, newspapers, radio, mailings, posters, postcards, on web sites, by email. See Marketing Tips.
- Remind your customers** of the pick-up date and location by email, postcard, or phone.

# **RPM Ecosystems Conservation Tree Sale Program**

## **Checklist for a Successful Fundraiser - page 2**

### **☐ Recruit and coordinate volunteers for the pick-up day**

- Assign tasks: customer check-off; loading trees; calling customers who have not shown up.
- Hand out Information about Planting & Care with each seedling.
- Hand out brochures about your organization; or make it a festival with exhibits, activities, demonstrations, and food!
- Offer mulch, tree guards, and stakes for sale. Your organization can buy and resell for additional revenue, or invite a local nursery business to set up a sales table at the pick-up site.