



## Poinsettia Fundraiser

Is your non-profit group or organization looking for a fun, festive holiday fundraiser? It doesn't get any easier than selling Greenheart's beautiful poinsettias. Here are our tips for running a fun and successful fundraising event:

- **Call Nancy Palomares at Greenheart**  
Confirm that your organization is planning on selling poinsettias for a fundraiser and to request an order form. Call Nancy at (805) 481-2234 x 466.
- **Identify a Main Contact**  
Establish one person on your fundraising committee to serve as the main contact with Greenheart Farms. This person will need to place the order, arrange for pickup or delivery of the plants, and pay for the plants ordered.
- **Choose a Date**  
Poinsettias are available from Greenheart Farms starting the week after Thanksgiving. You should decide what date you would like your customers to pick up their poinsettias. Choose a time and location where customers can easily pick up their plants.
- **Print Flyers and Order Forms**  
Sometime in October, prepare a flyer to advertise for your fundraiser. Be sure to give your members plenty of time to sell poinsettias to friends, family, and local businesses.
- **Place Your Order**  
Once you know how many plants you need, place your order with Greenheart Farms by November 15th. You can change it up until 4 days before pickup/delivery but keep in mind that we may not be able to accommodate drastic changes. If you need help deciding what quantity to order, please contact us and we will be happy to assist. Only Red and Red Glitter poinsettias will be available to order. It's often a good idea to order a few extra cases. There are always people who decide to buy once they see how beautiful the poinsettias really are!

Check Payment: Payment will need to be received two weeks prior to delivery date. Credit Card Payment: Information will be taken with order and credit card will be charged one week before shipment.

- **Schedule Delivery or Pickup**  
You should arrange your pickup or delivery date to be one day before the date you give the plants to your customers.  
  
**Greenheart Delivery:** Arrange for a delivery location where someone will be available all day and preferably in a garage or gymnasium where the cases will be out of the weather while your volunteers sort them for pick up or delivery to your customers. **We cannot deliver to parking lots.** Due to the high volume of deliveries at this time of year, **Greenheart CANNOT guarantee delivery at a certain hour or time of the day.** We will do our best to estimate a morning or afternoon delivery, but unforeseen circumstances sometimes happen and the delivery may be earlier or later than anticipated.  
  
**Customer Pick Up:** Pick up the order on the day arranged. Plants are boxed in anticipation of the pickup date and should not be held in the boxes more than a few days. Bring a large enough vehicle to pick up the whole order. (Poinsettias packed in boxes take up a lot of space!)
- **Distribute Plants to Your Customers**  
Before your scheduled pickup time, have volunteers sort cases so that it is easy and efficient for your customers to pick up their plants.
- **Late Orders**  
If you get late orders, you can always place another order for pickup. Keep in mind that these orders still have a **12 case minimum** and quantities are limited and may not be available for late orders.
  - September 15 - Suggested date for submitting preliminary orders
  - November 18 - Last day to take orders for pickup or delivery before Thanksgiving
  - November 30 - Last day to take orders for December pickup or delivery
  - November 28 - December 10 - Dates available to schedule for delivery/pick up of poinsettias

We think you'll find that Greenheart Farms poinsettias make for a fun, easy fundraiser for your organization. If you have any questions or need more information, please call Nancy Palomares at (805) 481-2234 x 466 or send email to [npalomares@greenheartfarms.com](mailto:npalomares@greenheartfarms.com).