

## Old Summit Forest Products Group Purchasing

The Old Summit Website facilitates two different kinds of group purchases.

**Buyer Groups** enable families, friends, and neighbors to buy Christmas trees and Holiday wreaths at wholesale prices.

**Fundraiser Groups** offer retail-type prices, enabling the Group to raise money for churches, schools, and other non-profits.

### **Buyer Groups**

Buying Christmas trees at wholesale prices for outside display or gifting to family and friends is easy on the Old Summit Forest Products Website <http://tinyurl.com/mbek6a5>.

A Group might be a civic organization, a scout troop, a home owners association, a neighborhood gathering or just family & friends. You can join an existing Group near you or form a new Group and become a "Group Leader".

To "Join" an existing Group <http://tinyurl.com/le48o98>, click the Group name and enter your order. Your Group Leader's contact information is shown on the Group page. Be sure to note the order deadline and pickup details, where your items will be delivered.

You can register to start a new Group at <http://tinyurl.com/lrs6jmt> - just enter a Group name on the form where it says "Company Name". We will contact you to help you get started.

### **Buyer Groups Product Options**

Typical outside display Christmas trees include 4-6 ft or 5-7 ft, USDA #2 grade, "natural" or lightly sheared, Douglas fir or Noble fir. These low cost trees are less perfect than the tree in your living room but are perfect for front yards.



Douglas Fir

Noble Fir

Front Yard Tree Support

A steel Tree Support is included with each tree, which goes into the ground to hold it erect when the wind blows. It also secures lights and includes tie-wraps and a plastic bag to protect the wiring - all available for a refundable deposit.

Other product choices include USDA #1 and Premium trees for your home, as well as wreaths, garland, and other Holiday items at wholesale prices, delivered to your Group Location. Home delivery and installation is available for an additional cost.

The Group Leader or individual members can order on the Website with credit card or PayPal and Items are delivered at the time and place shown on the Group page. Group Leaders take delivery and handle unloading. ([contents](#))



**Fundraiser Groups (Two Methods)**

Where Buyers Groups offer wholesale prices, Fundraiser Groups usually sell items at market prices in order to raise funds for the sponsoring Group. Otherwise they are the same as above.

Fundraiser ideas range from cookie dough to gift wrap and magazine subscriptions but none can match the profit of Christmas trees and Holiday wreaths. Selling things that people actually want is far more effective and requires no additional effort. Christmas trees sell from \$40.00 to over \$100.00 and the margin is usually 50% or more. Trees and wreaths are easy to sell because even people who have fake plastic trees buy wreaths to get that amazing Holiday aroma in the home.

**The Traditional Method**

Volunteers pre-sell the items and collect the money. Half goes to benefit your organization - the other half pays for your order.

We design and provide pdf files for your sales brochure and include the forms needed for recording your individual sales and preparing your wholesale order. We recommend a 4 to 6 week selling window - longer is better but even two weeks can work.

The process goes like this (early is better but October is not too late);

- \* Fundraiser Data to Old Summit           End August
- \* Collateral Materials Designed           1st Week September
- \* Staff Training (Traditional or Web)      1st Week September
- \* Collateral Materials Printed            Mid September
- \* Pre-sale Opening Day                    Mid September (for 7 weeks - shorter can work)
- \* End Sale and Order Trees                1st Week November
- \* Tree / Wreath Delivery                 Few Days Before or After Thanksgiving

details at [http://oldsummit.com/index.php?main\\_page=page&id=17](http://oldsummit.com/index.php?main_page=page&id=17)

Your Old Summit representative will help consolidate your order and enter it into the Website using credit card, PayPal or check. There are certain sales tax exemptions for non-profits, but if you don't qualify, we can handle the tax reporting for you through [www.PatchenCalifornia.com](http://www.PatchenCalifornia.com). Go to <http://www.boe.ca.gov/pdf/pub18.pdf> to see if your program qualifies for an exemption.

Orders of 150 or more trees will deliver directly to your location at no additional cost. Smaller quantities can be picked up at one of our Los Gatos locations or local delivery is available. Individual home delivery is also available. Often volunteers take care of delivery to Fundraiser supporters.

Keys to success with this program include;

1. Start early and plan carefully. Mid summer is not too early to start preparations.
2. Pick volunteers carefully and train them well. Rely on our 47 years experience to help.
3. Offer product choices, but not too many - two or three are good; six is too many.
4. Keep the sales pitch brief and to the point.
5. Be polite but be prepared for push-back.

*"we already have a plastic tree". In that case maybe they would like a wreath.*

*"we are allergic to trees". We can have wreaths dipped to avoid the problem.*

*"we like to pick out our own tree". Have a Retail Rebate flyer to fall back on.*

[http://oldsummit.com/index.php?main\\_page=page&id=15](http://oldsummit.com/index.php?main_page=page&id=15) Option #1

[\(contents\)](#)

### **The Website Method**

The Website model works exactly the same as the traditional one, except that volunteers don't need to handle money and there are no worries about sales tax because customers pay online with credit card or PayPal. Volunteers have several options to make the process fast and easy.

1. Demonstrate ordering with phone or tablet, leaving written instructions & follow-up.
2. Assist customers ordering on the customer's computer, phone or tablet.
3. Enter orders on a Group phone or tablet with receipt emailed to customer.

We create a dedicated Webpage for you and your supporters order from there. Send us your basic information and this is what the page might look like.

[http://www.oldsummit.com/index.php?main\\_page=index&cPath=155\\_156](http://www.oldsummit.com/index.php?main_page=index&cPath=155_156)

Logo Any format will do (bmp, tiff, jpg, psd, gif or pdf). For best results, images should be minimum 300 x 300 dpi. For pdf, be sure Acrobat is set to not down-sample images.

Title page text There is room for 50 words or 250 characters describing your organization and fundraiser goals. We can also link to your page or a new page for more information.

Group Leader Information It is critical to include the name, phone number and email address of your Group Leader. Customers will have questions and your Group Leader is the source of the answers.

Some of those are answered here, [http://www.oldsummit.com/index.php?main\\_page=page&id=5](http://www.oldsummit.com/index.php?main_page=page&id=5).

Order Deadline The final date orders can be accepted in order to insure delivery is posted here, and the Webpage will be inactive after that.

Pick-Up Time Customers can pick up their items from your location. Please add 2 hours to the Old Summit truck delivery time to allow for unloading and unexpected delays.

Pick-Up Location This is generally a school yard, church parking lot, or Group Leader front yard. Residential areas are acceptable as long as there is room for a large semi-trailer truck to turn around. If you are using **PATCHEN** as your Pick-Up Location, use this Google map link to;

17430 Old Summit Road, Los Gatos, CA 95033. T. <http://goo.gl/maps/CR5Ou>

### **Ordering**

Item Selection Clicking on any one of the items will take you to a page describing the item.

Quantities are specified either in the "Item Name" section or in the expanded item page, where the picture of the item is shown. In either case be sure to click the "Add to Cart".

Checkout Proceed to Checkout after selecting your items and follow the directions. Select from the pull-down menu under "Join a Buyers Group" to be sure your purchase is credited to your fundraiser delivered with the Group.

Payment Credit card or PayPal is available. The Check/Money Order option is available only if the Group Leader has made earlier arrangements.

### **Reconciliation**

A permanent sales record is collected on the website, a summary report is issued at the end of the season, and Old Summit issues a check to your organization for 100% of the profit.