

Mulch Fundraiser

INFORMATION PACKET



EST. 1984

Barky Beaver

MULCH & SOIL MIX, INC.

WHY A BARKY BEAVER MULCH FUNDRAISER?

BIG PROFITS - We leave the profit margin up to you. We sell to you wholesale direct from us, the manufacturer. This way your profit can be more for your team.

POPULAR PRODUCT - The demand for quality mulch grows every year as homeowners realize the value and beauty mulch adds to their landscaping. Once they see our quality and consistency of our products, they will want nothing else. We use only quality materials in our mulches, never any ground pallets or waste wood.

MORE PROFIT PER CUSTOMER - Instead of buying one or two candy bars or magazines, each mulch customer will purchase several bags of mulch. This will make it easier to raise large amounts of money from fewer customers.

BUILD CUSTOMER BASE FOR FUTURE - Since most homeowners freshen their mulch once or twice per year, this is a great way to create a base of customers who will purchase from your team year after year.

HOW TO GET STARTED!



CALL

1-800-737-3646

EMAIL

mary@barkybeaver.com

ricky@barkybeaver.com

If you need mulch samples to see our quality and colors available, just let us know.

Anything you need, we're here to help!

TIME FRAME & ORGANIZATION TIPS

GET STAFF ORGANIZED - Assign task to responsible group members such as, leader, treasurer, advertising, delivery, etc. Rally your group members, parents, volunteers and staff. Get them excited about the fundraiser and the money you will earn. Keep them motivated.

PRICING & SELLING - We leave the selling price up to you. Check locally to see what mulch is selling for and, while you want to make as much profit as possible, don't price yourself out of range. If you decide to offer delivery to your customer's home, this is a good option to charge more or you can deliver for free to make the sale even better for the customer. Be sure to collect payment from your customer when the order is placed. This commits customers and helps if they are not home if their mulch is delivered. This will eliminate any collection problems.

ORDER FORMS - Decide on your order form format and information from one of our examples, or create your own.

SET A SALES CUT-OFF DATE - You will need to order your mulch 2 to 3 weeks prior to your delivery date to make sure you get the date you want.

SET A DELIVERY DATE - Early Spring is the best time for mulch delivery. Try to schedule a week end in March or early April for delivery. This is the best time for mulching.

ADVERTISE - Put up flyers, announce on your web site, facebook, sent out notices to parents, put in school and local newspapers, local radio, etc.

ORDERING - We require a minimum of one tractor trailer load. A full load consists of 1080-1320 bags, depending on the mulch you order. Colored mulches are heavier and we can only get approximately 18 pallets on these loads. Colors can be mixed and matched on the load, as long as it is a full pallet (which is 60 bags).

DELIVERY LOCATION - You will need to have a parking lot that is tractor-trailer accessible and large enough area to put the mulch. This area will also need to be accessible for your pick up day to make things flow in and out easily. Depending on the number of loads ordered, we may need to schedule more than one day for delivery. We will do our best to work with you to meet your needs for delivery.

EQUIPMENT NEEDED - You are responsible for unloading our trucks. A forklift with a capacity to lift at least 3000 pounds will be needed. Most fundraisers can find someone to donate this to them.

FREQUENTLY ASKED QUESTIONS

How much can my organization expect to profit?

You can take your delivered price and add anywhere between 70-100% markup. (For example: If your delivered price on a load of hardwood mulch is \$2.00/bag, on a full load of 1320 bags, your profit could range between \$1800.00 and \$2600.00 per load. If you organization sells 10 loads, you could have as much as a \$26,000.00 profit.) We have had schools to sell as many as 35 loads per fundraiser. Imagine that profit!!! The possibilities are endless.

How are our customers going to get their mulch?

Your volunteers or students should have a planned day and time to have the mulch picked up or delivered. Once the product is delivered, you can either provide delivery service with pick-up trucks, trailers, uhauls, etc., or have the customers come to your location with their receipt and pick up. If you choose to deliver the product, you can make additional money by charging a delivery fee. Some even go as far as offering installation for even more profits.

How do we unload the truck?

You will need a forklift heavy enough to unload at least 3000# pallets. Typically, most of our groups can get this donated by local equipment rentals or businesses that have a forklift.

What products do you recommend to sell?

We suggest keeping it simple! Most groups do 1-3 products.

How will my organization market the mulch?

Advertise in all your newsletters, bulletins, local newspaper, website, facebook, flyers, etc. Have students send our emails to all their friends and family. One customer will buy several bags for their landscape, so just selling to family and friends could be enough for each student to have a great fundraiser. Once you get started on a mulch fundraiser, your customer base is set and they buy year after year. Barky Beaver provides mulch coverage charts and copies of order forms that fits you needs. We have information on all our products on our website, www.barkybeaver.com.

When should we start our mulch sale?

Pre-selling should start as early as January. We recommend getting the program out to your customers as early as possible. Once you chose your start date, allow 4-6 weeks to sell and get the orders together.

Where should we have our mulch delivered?

Your organization must make arrangements to find a parking lot or area large enough for a tractor trailer to move in and out easily. This area will also need to flow easily for your customers to pick up on your pick up day.

What products are available to sell?

Hardwood Bark Mulch, Cherry Hardwood Mulch, Black Hardwood Bark Mulch, Red Hardwood Mulch, Chocolate Hardwood Bark Mulch, Pine Bark Mulch

FROM ONE OF OUR FUNDRAISER TEAMS



"We were introduced to the Barky Beaver Big Bucks Fundraiser by a parent in our baseball program. No one in our region had tried this type of fundraiser, and we weren't sure what to expect or what kind of response we'd get from the people. It turned out to be one of the most successful fundraisers we've ever done! We can't wait to do it again next year!"

"Working with Mary, from Barky Beaver Mulch was wonderful! She was always willing to answer any of our questions and made the whole process simple. Our geographic location was never a major challenge. We are thankful to have found this company and fundraiser. Our community now knows of this and looks forward to our sale in the Spring. Not only was the staff great to work with, but the mulch is high quality and beautiful!"

Janelle Evans, Valparaiso, IN



6 REASONS WHY YOU SHOULD USE BARKY BEAVER?

1

ALL NATURAL

Made from all natural forest products

2

NO WASTE WOOD

No scrap wood or building materials

3

NO GROUND PALLETS

Only quality materials used

4

NON-TOXIC & SAFE

For your pets and family

5

CONSISTENT

Color & Texture

6

PROTECTS

your plants from heat & cold.

All mulches are not created equal.
Try Barky Beaver in your landscape and
see the difference. **GO GREEN!**

Mulches

HARDWOOD BARK MULCH



AVAILABILITY:
2 cubic foot bags

CHOCOLATE BARK MULCH



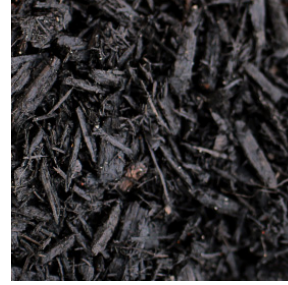
AVAILABILITY:
2 cubic foot bags

PINE BARK MULCH



AVAILABILITY:
2 cubic foot bags

BLACK HARDWOOD MULCH



AVAILABILITY:
1.5 cubic foot bags

CHERRY BROWN MULCH



AVAILABILITY:
2 cubic foot bags

RED MULCH



AVAILABILITY:
2 cubic foot bags





Mulch Coverage Chart



BROWN MULCH CHART
(COMES IN 2 CUBIC FOOT BAGS)

	DEPTH			
	2"	3"	4"	
150	14	21	27	NUMBER OF BAGS
200	17	27	34	
250	21	34	41	
300	27	41	48	
350	31	44	58	
400	34	54	68	
450	41	58	75	
500	44	61	81	
550	48	68	95	
600	51	75	102	
650	54	81	108	
700	58	88	115	
750	61	95	125	
800	68	102	135	
850	71	108	142	
900	75	115	149	
950	81	122	156	
1000	85	125	162	

RED MULCH CHART
(COMES IN 2 CUBIC FOOT BAGS)

	DEPTH			
	2"	3"	4"	
150	14	21	27	NUMBER OF BAGS
200	17	27	34	
250	21	34	41	
300	27	41	48	
350	31	44	58	
400	34	54	68	
450	41	58	75	
500	44	61	81	
550	48	68	95	
600	51	75	102	
650	54	81	108	
700	58	88	115	
750	61	95	125	
800	68	88	135	
850	71	108	142	
900	75	115	149	
950	81	122	156	
1000	85	125	162	

BLACK MULCH CHART
(COMES IN 15 CUBIC FOOT BAGS)

	DEPTH			
	2"	3"	4"	
150	18	27	36	NUMBER OF BAGS
200	23	36	45	
250	27	45	54	
300	36	54	63	
350	41	59	77	
400	45	72	90	
450	54	77	99	
500	59	81	108	
550	63	90	126	
600	68	99	135	
650	72	108	144	
700	77	117	153	
750	81	126	167	
800	90	135	180	
850	95	144	189	
900	99	153	198	
950	108	162	207	
1000	113	167	216	

How much mulch will your customer need?

To figure how much mulch your customer will need:

1. Measure area to be covered.
2. Figure square footage. (length X width = square feet)
3. Choose how deep they want it.
4. Look at the mulch coverage chart to figure how many bags the customer will need. Be sure to use the correct chart depending on the color of mulch.

For example if the area is 20' long and 20' wide, that is 400 square feet. (20' X 20' = 400 sq. ft.). To cover the area with 2" of mulch brown or red mulch, you will need 34 bags. To cover with black mulch, you will need 45 bags.

Thank You!

THANK YOU for your interest in our "Barky Beaver Mulch Fundraiser".

Let us help you plan a successful fundraiser for your school, team, organization, church or community group. We have heard so many success stories over the years from our fundraiser teams. We know it works because they keep coming back year after year.

