

2008 MULCH SALE JOBS/DUTIES

Coordinator -- Oversees entire sale, coordinates all volunteers, liaison with Booster Club & RHS

Flyer Coordinator – Makes flyers, get them copied (1800), orders labels from RHS for students (by zip code), updates Booster mailing list*, folds flyers, puts labels & seals on flyers, get check from Booster Treasurer for postage (\$150-200, get blank check and when you go to bulk mail place they'll give you the total, make check for that amount & deposit it), take flyers to RHS & put in teacher's mailboxes, make extra copies of order form only for day of sale. Prepare for bulk mailing & take to facility (around 4 to 4-1/2 weeks before). *Updating mailing list can be a separate sub-job of this. **Make sure you add a note to flyer about flowers and LeafGro being available at the sale.**

Volunteer Coordinator – Contacts adult volunteers, solicits additional volunteers (use Booster & PTSA e-mail lists), contact AD about coaches getting student helpers. Prepare driver info and sign-in sheets for sale day. Student Service Learning hours coordination (Cheryl Trefzger mentor)

Paperwork/Financial Coordinator – Receives incoming orders and money, continuously updates Excel spreadsheet, marks mapcode on each order, checks calculations, contacts customer for any discrepancies, prepares checks for Treasurer, separates orders into delivery and pick-up, sorts orders for sale day by mapcode. After sale, tallies all orders and money. Prepares final report for Booster Club & Treasurer. Some of this work done in Excel, some in SAS (by Duke)

E-Mail Coordinator – It's a yahoo mail account, account name is rhsmulch, password is mulch2006. Receives and answers incoming e-mails. I had several standard e-mails that Booster used to response. I'd write them & send them to the account and all the volunteers who answered the e-mails used the exact same message. Here are sample messages used in the past. We used the "vacation response" in the yahoo account at the end but it might be worth trying earlier on. This was the first year for this so certainly there is room to grow here.

First messages used for all initial inquiries, make sure you attach the order form to all answers.

Hi,

*Thanks for inquiring about Rockville High School's Annual Mulch Sale Fundraiser. Our sale will be held on **Saturday, April 9th, at RHS from 8:00 am - 3:00 pm.** We're selling 3 cubic ft. bags of shredded, hardwood mulch. It's a high-quality product that we've used for years. Delivery is available in the RHS area for \$10/order, regardless of the size of your order, or you can pick-up your order at RHS on the day of the sale. All orders must be pre-paid, you can place your order using the attached order form. Mail your order and payment to the address on the form. Orders received prior to April 9th will be guaranteed, we are not certain if we'll accept additional orders on the day of the sale. All proceeds from this sale will be given back to RHS to be used to support students programs and athletics.*

Should you have additional questions, please write back to us and we'll answer as quickly as possible. Thank you very much for your interest in our sale and your support of the students at Rockville High School!

Thanks,

The RHS Booster Club

This is the 2nd e-mail we used. We started using this one about a week before the sale.

Hi,

*Thanks for the order. The forms are getting to me in one day so it will be fine. **Mail your form by Wednesday.** You don't have to be home to receive the mulch. If no one is there, we'll stack it for you at the end of the driveway near the house without blocking anything. We'll start delivering mulch at 8:00 am on Saturday and keep going until it's done. I've written your name down so I know to watch for your order. This week will be very busy for me with mulch so if I don't receive your order, I'll call. If you don't hear from me, I GOT IT.*

*Thanks for your continued support,
RHS Booster*

This is the “vacation response” I used on the day of the sale.

RHS Mulch Sale is today, Saturday, April 9th from 8:00 am to 3:00 pm at RHS. We're selling 3 cubic foot bags of shredded hardwood mulch for \$3.75/bag. We'll deliver the order in the RHS area for \$10/order. We'll take a limited number of new orders today until we reach our capacity. If interested, please come to RHS. This is a one day sale only. All proceeds benefit the students at RHS.

*Thanks for your interest.
RHS Booster*

I did check e-mail a few times after the sale but didn't have enough traffic for any generic response. I left the “vacation response” on for a couple days.

Food Coordinator – Someone the day of the sale to bring coffee & donut holes in the morning and cook hot dogs during the sale for the workers. Sodas, water and chips are also needed. Usually Lennie does the shopping and has everything ready for the sale day. Food person just needs to handle it that day. Sometimes they'll need to run to Safeway and get more stuff.

Signs -- Update signs annually (new panels for date for 2008?) & put them out about 3 weeks prior to sale. Pick up signs the night of the sale or the next morning (PLEASE).

On site directional signs as well.

Sale day set-up – Get tables (at least 2 or 3 big ones), chairs (just a few), tent, supplies (extra forms for new orders, maps, cash box, pens, tape, scissors). Payment for hired drivers prepared.

Secretary (can be Booster Secretary or someone separate) – send thank you letters (Country Boy, others as needed). Write article for PTSA newsletter about sale.

Publicity (this is new, not done before). **Note for 2006: We really haven't had a publicity person in the past but this could be a good idea to add.** Maybe someone could contact the Gazette again, Warren Parish wrote a great article for us in 2005. Publicity could send messages over the Booster e-mail list as well as Ramsnet. Should coordinate with volunteer coordinator. Messages similar to e-mail standard messages could be sent. Below is the message that was used the week before the sale over the morning announcements at RHS.

"Come one, come all to the RHS Booster Club's Annual Mulch Sale this Saturday. We'll be at RHS starting at 8:00 am and deliver mulch until at least 3:00 pm. This is a great way to get involved with your friends, coaches, teachers, parents and the entire community. You can earn valuable community services hours. Make sure you sign in at the sale. The Booster Club supports all kinds of student activities at RHS. Join us on Saturday and help make this phenomenal fundraiser a huge success. Mrs. Anderson will even be there to make you lunch! Questions should go to rasmulch@yahoo.com. See you Saturday!"