



Hello ERA Athletes and Parents,

It is time for ERA's Holiday Fundraiser! As ERA members we all believe in this great sport and fundraising helps in the development of our organization.

Enclosed are promotional materials and sales forms for our 2017 Holiday Wreath and Poinsettia Sale. Full participation in this fundraiser keeps all of our costs down. This year, in addition to applying \$3,000 to our general operations, we would like to earn enough to purchase oars and coxboxes.

- We are again working with **Stadium Flowers**, a reputable local florist and long-time supporter of Everett Rowing. We earn **50%** of all items sold. In addition, we are able to offer **Chinook Books** and **Honeymoon Bay Coffee**.

- In 2016 our gross sales were just over \$17,500 with a net profit to ERA of over \$9,000

- Our 2017 sales goal is \$20,000. This goal can be met if each member sells a minimum of \$150, equating to 8-12 items.

- Once again we will be offering an **Individual Sales Incentive**. 50% of gross sales over \$250 will be credited directly to the individual athletes' ERA account. This enables each family the opportunity to defray the cost of rowing. For example: \$450 in gross sales = \$100 credit to your account. ($\$450 \text{ gross} - \$250 \text{ baseline} = \$200 \times .5 = \100 credit)

Details:

- **Selling tips:** These items make wonderful holiday gifts!
 - Workplace sales, if permitted, yield large orders
 - Local businesses often buy in bulk
 - Items are high quality
 - Simple emails to friends and family can make them aware of your participation
 - Personal delivery is appreciated

- **Prizes:** \$50 credit to both top Junior and top Master sellers
 - \$100 Cash to any team with 100% participation (i.e: Novice Boys; Morning Glories, etc)

- **Processing Orders**
 1. Fill out sales sheet
 2. Sum sales sheet on bottom row
 3. Go to www.everettrowing.com
 4. click on link to Wreath & Poinsettia Sale Page
 5. Enter Total items for ordering
 6. Enter YOUR name and contact information
 7. Select the pickup date that is most convenient for you to arrange prompt delivery to your customers.
 8. Payment can be cash or check payable to “Everett Rowing Association”
 9. Bring payment to boathouse, or mail to:
 - Everett Rowing Association
 - PO Box 1774
 - Everett, WA 98206

Key Dates:

Due Date:

Last orders to be submitted online: By Noon on November 14th.
Money due prior to pick up

Pick-up:

Everett Rowing Boathouse:

Saturday, November 25th or Monday, November 27th