

# Christmas Tree Pick-Up Information Sheet 2011-2012

December 17-31, 2011 (2-3 afternoons during those weeks): Copy, Assemble, and Distribute Flyers

Saturday, January 7, 2012: Pick-up trees 8a.m.-5p.m.

## 1) Prepare your flyer.

- Fill in the blank spaces on the flyer with your **name(s)** and a **phone number(s)** where you can be contacted and your **Area #** on the bottom slip so that we can keep track of whose account the money goes into. **If you don't have a legible Area # on your forms and envelopes, we don't know who is supposed to get the credit!**
- There is a large blank box just above the dotted line at the bottom of the page. That space is for you to add your own **personal greeting** for all your customers. You should let them know something about YOU--like whether you're in Music Boosters or in guard, what instrument you play, how many years you've been playing ... anything to make the flyer more "personal." If this is your 2<sup>nd</sup> or 3<sup>rd</sup> or 4<sup>th</sup> year doing this tree pick-up, let your customer know it, and express your appreciation for their past support. **A cheerful, legible greeting makes a difference here!**

## 2) Purchase supplies. Here are the supplies you will need to purchase:

- A box of **500 envelopes** can be purchased at Office Depot for \$10.49 (or cheaper at Costco).
- **Orange plastic ribbon** can be purchased at Home Depot for \$2.97 (or at Ace Hardware for a little more).
- **A ream (500 sheets) of 20 weight GREEN paper** costs \$8.49 at Office Depot.

## 3) Make Copies. You will need to make copies of the flyers for as many households as you have decided to cover in your area.

- Each area has 300- 500 homes. The donation rate is about 10-20% of the homes getting a flyer. So the more homes you approach with flyers, the more donations you'll collect. Don't expect to collect as many donations if you only hit 100 homes compared to someone that hit 500 homes. You get out of it what you put into it.

## 4) Assemble Flyers.

- **Write the number of your assigned area** on the bottom left corner of all the donation envelopes.
- **Pre-address** envelope (with the Music Boosters address as shown on the flyer). This can make a HUGE difference in the number of donations mailed-in! Contact Ed Noskowski for use of the Booster address stamp to make it easier.
- Staple envelope and **1/2" orange ribbon** to each flyer

## 5) Distribute Flyers. Enlist your family to help you, since this is the most time-consuming part.

- Each flyer should be distributed **two weeks in advance** to all the homes in your area and placed on/near their door.
- USPS does not allow us to place material in the mailboxes. Find an obvious, protected location-- under the doormat corner, etc.
- Keep track of which areas and homes received flyers so you know where you need to pick up the trees. Again, the more homes, the more donations you will generate!
- If you decide to not place flyers at all the homes in your area, please let Ed Noskowski know so that they can assign another student to the portion you are skipping.
- Apartments tend to yield low donations. Thus you might want to place just a few flyers at any given apartment mailbox block. Use their community bulletin board, if they have one.
- Streets along the borders of assigned areas will be split such that each area gets "its" side of the street.
- **Please let us know how many flyers were required for your area on your area tally sheet (for our fundraiser databases)**

## 6) Figure out your transportation & driver for tree pick-up day.

- You will need a **truck or trailer** for hauling the trees. You can rent a truck from U-Haul for \$19.95 a day plus mileage for a 14 ft. truck. Small trailers are \$15/day. Pick up at 8:00am and return before 8:00am the next day.

## 7) Gather your "equipment"- gloves, hammer, saw, shovel, push broom, rake

- **Hammer**-in case you need to remove tree stands; **Saw**-in case you need to cut trees to shorter lengths. West Valley said the wooden stands are OK but the metal or plastic stands MUST be removed.
- **Shovel, pushbroom, rake, dustpan**- All teams will be required to clean up the area around the dumpster at the end of the day.
- **Work gloves!**

## 8) Tree Pick-up day (Saturday, January 7)

- **Start early. 8a.m. is recommended.**
- You will make several passes through your area during the day. Pick up continues until 5pm, as some trees 'appear' in the afternoon.
- Dumpsters are located at Los Gatos HS (Pleasant St. lot), Fisher Middle Sch., Blossom Hill Elem., and Daves Avenue.
- **Do not overfill the dumpsters** and do not lay any trees on the ground. Load trees **parallel** so more will fit (vs. criss-crossed).
- Bring any overflow trees to Los Gatos High School. If we fill the dumpsters at the High School, we can place the trees next to the dumpsters. West Valley will only pick up overflow at one location (LGHS).
- Flocked trees may be put in the dumpsters.
- **Only pick up trees that HAVE a ribbon or envelope attached.** We don't want to fill up our dumpsters with trees that are intended for the regular West Valley pickup day. Don't worry, if you miss a tree—the resident will typically phone you!
- **Please keep track of the number of trees you collect and the final \$\$ amount of donations on your tally sheet for our record keeping.**

## 9) Accounting

- All proceeds up to a per-donation max of \$50 (minus your expenses) from this fundraiser will go directly into the participant's Music Boosters account. If you receive donations over \$50, the excess amount will go to the Boosters.

- All work and proceeds will be divided equally within a zone, unless you specify otherwise.
- If you collect money or checks off the trees, turn it into Ed Noskowski with your area tally sheet by 6:00pm on Jan. 2 so we can properly credit your Music Boosters account.

**10) Questions/Problems/Can't cover your area?**

- Please contact Ed Noskowski 354-9101