



WINDMILL DUNES FARM
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Dear Leaders, Organizers, and Sponsors

"Fall is for Planting"

Windmill Dunes Farm (WDF) is happy to offer you a fund-raising project called "Fall is for Planting". With cooler fall temperatures and the soil still being warm, it is the ideal time to plant. "Fall is for planting" is a great opportunity for fellowship, fun and fundraising all in one.

Here is how it works:

- I. Set a date and time: Your organization can set a day or evening for your sale this fall. The date can be as late as the end of October. The sale can run for as many hours as you desire, during daylight hours, or in the evening if you have an inside venue to hold it in.
- II. Promote your sale: Let your members and your community know about the event. Posters, mailings, announcements and phone lists etc.
- III. Make your plant sale and "Event": Plan on having a cookout of burgers and brauts. Provide music either a local singing group or just a CD player and some discs. This can also be a way to raise funds.
- IV. Schedule Class: Schedule seminar for your members and guests and WDF will come in and instruct them on why "Fall is for Planting" during the sale. We can have a question and answer period that will assist your members.
- V. The Sale: Your organization will be provided with a master catalog, via mail or online, for you to reproduce as many as you like. This catalog contains pictures of the plants that you will be taking orders for. Each member would take as many orders as possible for the project. WDF will arrive with all pre-orders as well as a wide variety of plants from the catalog for all "drop in customers" to buy the day of the sale.
- VI. Proceeds: Your proceeds from the plant sale will be over 50% of the total sales. All plants are marked up double your cost, and then WDF will discount the final amount due by 10% as a contribution to your efforts.

Thank you for taking the time to review our proposal and feel free to contact us with any further questions you might have. We look forward to working with you and let us hope for a beautiful spring!

Thank you.