

Dear Athletes and Parents,

The athletic department is preparing for the 4th annual Mulch Madness fundraiser this Fall and I want you to know various important details about this fundraiser.

All athletes are asked to participate in this fundraiser whether in season currently (fall sport) or if their sport is later this year. As you should already know this involvement is also reflected in your sports activity fees. Each athlete has been or will be charged an extra \$45 as part of their first sport activity fee that can be refunded if they sell at the minimum, 10 bags of mulch.

Last year our athletic fundraisers constituted 25% of our athletic income, which was a great blessing. Successful fundraisers will allow us to achieve both our budget goals for this year and it may even allow us to consider items beyond our budget for next year. Last year the Mulch Madness event brought in \$13,000 profit. We sold about 5,200 bags last year and we are still shooting for the goal of 12,000 bags of mulch.

Please make note of some important pieces of information for this year's Mulch Madness fundraiser.

Sales incentives will be offered to athletes that do either of the following, or both:

Get brand new buyers, who have never participated in the past.

Re secure past buyers who have participated. Please note that all past buyers will receive a phone call telling them about the event again and telling them that if the athlete who sold to them in the past doesn't contact them that we still want them to participate again this year. I still encourage athletes to go to past buyers and make that "sale." We just don't want them to slip through the cracks.

Sales packets will be given to all athletes the end of September so that sales can happen the whole month of October. There will be incentives to help encourage sales. We will have both postcards and door hangers for promotion and sales.

The **weekends of October 1/2, and 15/16**, we will have the opportunity to stand in front of the Publix on 12th Avenue. Any sales that come out of that weekend will be split among the athletes who participated. If you are interested in being a part of that please contact Brandy Gibson.

The **delivery weekend** will be **November 11 and 12** and we will need a lot of help on that weekend with many different aspects of the deliveries.

For those interested, there are still also opportunities for corporate or individual sponsorships. Contact the athletic department for more details regarding that.

In addition to this fund raiser we will also be having our Golf Classic on April 8.

Thank you,

Coach Flaming

Coach Bob Flaming
Athletic Director

