

2011 Poinsettia Fundraiser from Wagner Greenhouses

Unique Fundraiser Item

With poinsettias, you offer a special item that your supporters will want to buy during this time of year--and avoid competing with other common fundraising products.

Flexible and Friendly Program

Your order is not limited by increments or packages. You select the exact quantity, pot size and color of plants that your organization prefers. You can modify this order at a later date. Our office staff will happily answer your questions and provide guidance and service to help your fundraiser proceed smoothly.

Local, Family Owned Business

Wagners is a local, family owned business that truly cares about your organization and your success with our plants. We will do everything we can to help make this year great for your organization.

Outstanding Quality

Wagners grows florist quality plants: big, beautiful plants that can last for months in the home. Our plants are in full color with healthy, green leaves.

Profitable Fundraiser

You are free to decide your selling price and, ultimately, your profit. Pick a price that creates a profit to meet your needs and your market. Strong profit margins should be expected and achieved. Most groups will clear more than \$5 on the standard* poinsettia or cyclamen* and \$10 on the large** poinsettia.



Minneapolis area:
6024 Penn Avenue South, Minneapolis

St. Paul area:
4860 Frenchman Road North, Hugo



Checklist for Getting Started

☐ Pick your plants.

- **Set a goal.** Estimate the size, number and colors of plants that your group is likely to sell.
- **Mix and match your plants!** There is a 50 plant minimum. Select poinsettia colors from the list on page 4. Cyclamen are available in red.

2011 Plant Availability

Description	Plant Description	Approximate Bloom Count
Standard*	1 pinched poinsettia	4-5
Large**	2-3 pinched poinsettias	9-10
Cyclamen	1 cyclamen	5

*Price includes decorative pot cover, protective sleeve and plant care tag.

☐ Contact us right away.

- **Reserve your delivery/pick up date and time.** Delivery and pick-up dates are available Monday - Saturday starting November 21. Deliveries will be made within a two hour window.
- **Preliminary Order date: September 26** is the suggested date to submit a Preliminary Order to reserve your plants, but earlier is better!

Contact Information

Please contact our wholesale office for questions or comments regarding your fundraiser.

Office hours

Monday - Friday, 8:00 am to 4:30 pm

Phone

612-922-1262

Fax number

612-927-7126

Email

fundraisers@wagnergreenhouses.com



☐ Get your group started.

- **Request promotional materials.** We can supply personalized order forms and up to 5 mini-posters.
- **Set your price.** Groups have great success realizing a profit of \$5 or more on the Standard* pot size and \$10 or more on the Large** pot size.

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*Standard & Cyclamen pot size=6¹/₂x6²⁷/₃₂x4⁵/₈ in. (16.51x16.10x11.75 cm)

**Large pot size=8"x7²⁷/₃₂x5⁹/₁₆ in. (20.32x19.91x14.12 cm)

Checklist (continued)

☐ Fax your Final Order.

- **November 1** is the last date to submit Final Orders. Although some adjustments to your order may be accepted up to 10 days before pick-up or delivery, availability of pot size or color may be limited at that time. Orders are invoiced after the pick-up/delivery date.

☐ Prepare to receive and distribute the plants.

- **Free Delivery** is available on orders with 100 or more plants to locations within the Twin Cities Metro area. Plants can also be picked up at our south Minneapolis location. Call for a delivery quote for orders of less than 100 plants .
- **Educate your group members about how the plants will be distributed.** This may include: reserving warm vehicles for picking up and/or distributing plants, notifying your group about the date & time that your group will receive the plants, having an additional activity set up for the group during the pick-up time, or notifying your supporters about the date & time plants can be picked up or will be delivered to them.
- **Resolve questions and concerns through your group Fundraiser Coordinator.** Contact should be made from your coordinator to the Wagner wholesale office. Our retail store is a separate entity from wholesale and is not able to address fundraiser questions or concerns.



Caring For Plants During Delivery

Poinsettias and cyclamen are beautiful plants for the winter holidays, but they do not tolerate exposure to Minnesota winters.

When making deliveries, please make sure your vehicle is thoroughly warmed before loading the plants. Load sleeved plants quickly to minimize any exposure to the cold outside air. Avoid placing plants directly next to a hot vent, as the extreme heat can also damage the plants.

Plants are best delivered immediately. However, if you need to keep some plants for a time before delivery, please open the top of the sleeves to allow air to circulate. Leaving plants in closed sleeves overnight will cause damage. Finally, be sure to remind your customers to read the care tag included with each plant.

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**Large pot size=8"x7 $\frac{27}{32}$ x5 $\frac{9}{16}$ in. (20.32x19.91x14.12 cm)

Poinsettia Colors

You may be surprised to know how many different poinsettias are available to a greenhouse to grow. In reds alone, more than 20 varieties are available. Wagners' selects only the best for our customers. Only those varieties that have the strongest color, the best form and last the longest in the home are grown by Wagners. Here is the low-down on what makes each of our varieties so special.

Red

Our red, "Prestige Red," is fantastic! The branches are amazingly strong and the bracts grow large. The dark red bracts and dark green leaves provide a beautiful, traditional look.

White

White poinsettias are creamy-white in color. Our "Whitestar" white seems especially bright when contrasted with a red poinsettia.

Pink

"Enduring Pink" displays great form and bold pink bracts. Deep green leaves provide good contrast with the pink.

Marble

"Marblestar" has strong salmon pink color that provides bold contrast with the creamy white margins. No other marble can give the same impact.

Cyclamen

This is another popular seasonal plant. Bunches of delicate red flowers are suspended over green and silver foliage.



Left: Standard pot size Right: Large pot

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WAGNERS
A growing tradition since 1901

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