Hello, everyone! Welcome to the 2024 Dean’s Spring Plant Fundraiser!

We are once again looking forward to a great season here at Dean’s. It is our 100th year anniversary. Samuel Dean started Dean’s Greenhouse in 1924. He grew vegetables here and trucked the produce down to the Westside Market on West 25th Street in Cleveland. Dean’s transitioned to flowers in the early 1970’s.

As always, we have made a few changes to the program for this year. And some things have stayed the same. Grace, Gail, and I are the contact people at Dean’s Greenhouse for the fundraisers. If you have any questions, please call, or email and ask for one of us.

If you are a LOCAL SALE, we are asking you to do an in-store walk-in fundraiser to ease the burden on our shipping schedule. This year, Dean’s will be offering 30% on all walk-in sales. Walk-in fundraising goes from May 1st, 2023, through June 15th, 2023. (Dean’s also offers a walk-in sale for fall and winter.) Your members pay regular retail price and at the end of the season, your group is reimbursed for 30% of the sales total excluding sales tax.

We are offering an online ordering option, a traditional print campaign, and the in-store walk-in fundraiser. If you are a local sale, it is in your best interest to also run a walk-in campaign with your delivered sale. This way, your members can also buy items in our store that we don’t offer on the fundraising sale and the organization will still benefit.

We have partnered with FundraiseIt for our online sales. We are still in the process of getting set-up on their platform. More information will be coming soon. Fundraiseit will conduct a 30 minute training call with each chairperson.

If you are running a paper campaign, you need to **EMAIL** the excel file to Dean’s on the excel form provided to you. We put the emailed copy into our master file, and it eliminates the chance of any data input error. **Do not email your final order on a worksheet that you have made up**. We are attempting to eliminate any data input error on our part by using email to submit the orders. If you email your order on a custom worksheet, you will be asked to resend it to us on the proper form.

Regardless of whether you are running a paper campaign or an online campaign, there is a Spring Plant Sale Fundraiser page on our website, [www.deansgreenhouse.com](http://www.deansgreenhouse.com) A .pdf of the color plant brochure, a copy of the Excel worksheets, and tips to handling your delivery and sale can be found there. This will serve as a reference and a print source for you and your members.

**DO NOT** have your customers call us at Dean’s with questions. You, as the chairperson, are the contact person with your customers and with Dean’s. You can call us or email us with questions.

**Every sale needs to submit the contact / info sheet and it needs to have a delivery date, a delivery address, a delivery time, a named chairperson, and a cell phone contact #. We may need to change the date or delivery time, but we need an initial starting point. Order submission date is April 23rd, 2024.**

**Dean’s Greenhouse will not schedule a delivery date for anyone without this contact form. This applies to paper and online fundraisers.**

Every sale needs to allow our drivers a **30-minute window** for arrival and **every sale will have a freight charge**. Freight is not worked into the cost of the plants. Dean’s does not make any money on the freight and the freight that we charge does not even cover the costs of the delivery. If you do not want a freight charge and you are local, you are always allowed to pick up your order. A customer pick-up (CPU) needs to have a date and time set as well.

Please follow these simple rules. Dean’s handles over 100 spring plant sale fundraisers in May. A simple exception for you is not easy for us to work in.

Any late additions must be submitted on the Excel form provided to you as an extra order**. Do not combine it with your original order.**

Bedding flats are sold as **FULL FLATS ONLY. They come 24 plants to a flat.**

We have eliminated some of the less popular plant listings. We have also added some new items.

Removed items:

10” Hanging Basket – Little Piece of My Heart

10” Hanging Basket – All the Glitters

Super Elfin Impatiens – discontinued by Syngenta Seed

New Items:

Hanging Baskets:

* Watermelon Wave Petunia
* Pink Cosmo Wave Petunia
* Polar Peach (Proven Winner Combo of the Year)

Bedding Flats: Imara and Beacon Impatiens – these varieties are similar in growth to the Super Elfin but have inherent Downy Mildew resistance – (*not disease- proof)*

Soil – 8qt Coast of Maine potting soil – we love this soil!

Dean’s will supply 50 color flyers free to each sale. Each additional 100 flyers will cost $15.00.

Thank you so much for choosing Dean’s Greenhouse for your Spring Fundraiser! We look forward to working with you again this year and appreciate your continued business. You are making a difference by supporting local agriculture and buying grower direct.

We also need an update tax exempt form. Grace will be emailing everyone for an updated form.

Sincerely,

Scott and Larry Dean

**(Order submission date is April 23rd, 2024)**

**\*\*\* Every sale needs to submit the contact / info sheet and it needs to have a delivery date, a delivery address, a delivery time, a named chairperson, and a cell phone contact #. We may need to change the date or delivery time, but we need an initial starting point. We will not be delivering on Sundays or Mondays. Order submission date is April 23rd, 2024.**