



Welcome to the UA Hockey Holiday Sale!

Dear UA Hockey Team Members –

Congratulations on making the 2025-26 UA Hockey Team! You've worked hard to this point and now comes the next part: more hard work! You have goals to score *and* goals to achieve as a team! That will only happen by working together on and off the ice! Your first chance off the ice is the annual UA Hockey Holiday Sale! And it's important.

Hockey comes with a lot of rewards, but you all know by now that hockey doesn't just happen. Your parents, coaches, and most of all, YOU must do a lot to *make* it happen. Some of the hard work you're being asked to do is fundraising to help offset the cost of buses, hotel rooms (that aren't packed four players to a room!), meals, and other expenses.

Below you'll find instructions for your role in this year's **UA Hockey Holiday Sale**. We've made some big changes to make this easier on you as we know you are *student*-athletes, with many demands on your time at this part of the year while you're starting the hockey season.

We've worked hard to set up a mostly-online process that is fairly straightforward and simple using Givebutter (like we did for Football Frenzy). Nevertheless, there are still a few details to making this work smoothly and this WILL require you to get out and make some sales and deliveries. So, it's critically important that you take this fundraising effort seriously as a team and do your part to help support your own program!

On behalf of your coaches, parents, and the UA Ice Hockey Association Board – we're here to support you and help make this a successful season. Let's get to work!

GO BEARS!!



UA Hockey Holiday Sale

Overview

Our primary fundraising effort our Holiday Sale of poinsettias and wreaths. Last year we expanded to include poinsettias, and three new pieces of holiday greenery to include: a fresh-cut holiday wreaths, door sprays, and a mantel pieces.

Pre-Sale Period (for returning customers): Monday, Oct 27th – Oct 31st

Sale Dates: Saturday, Nov 1st – Monday, Nov 10th

Delivery Dates: Friday, Dec 5th – Monday, Dec 8th

- Items will be delivered to UAHS and distributed slightly earlier, so you may be able to serve your customers sooner, but that's our official delivery window
- ALL items must be delivered NLT Monday, Dec 8th
 - Earlier deliveries are encouraged, but if not possible, you must ensure proper indoor storage of poinsettias out of the cold.

Items being sold: We are keeping our competitive, low pricing the SAME as last year!!

- **"Welcome Home" Premium Mixed Noble Fir Holiday Wreath - \$45**
 - 24" (10" ring) - Fits standard door size
- **"Home for the Holidays" Premium Decorated Holiday Door Spray - \$45**
 - One Size - Approx 24" - Fits standard door size - Comparable in size to wreath
- **"Holiday Traditions" Premium Fresh Cut Mantel Piece - \$50**
 - One Size - Approx 4 ft
- **"Christmas Classic" Poinsettias *in three (3) sizes***
 - Extra Large - 10" - **\$30**
 - Large - 8.5" - **\$20**
 - Mini - 4.5" (for table top or desk display) - **\$8**

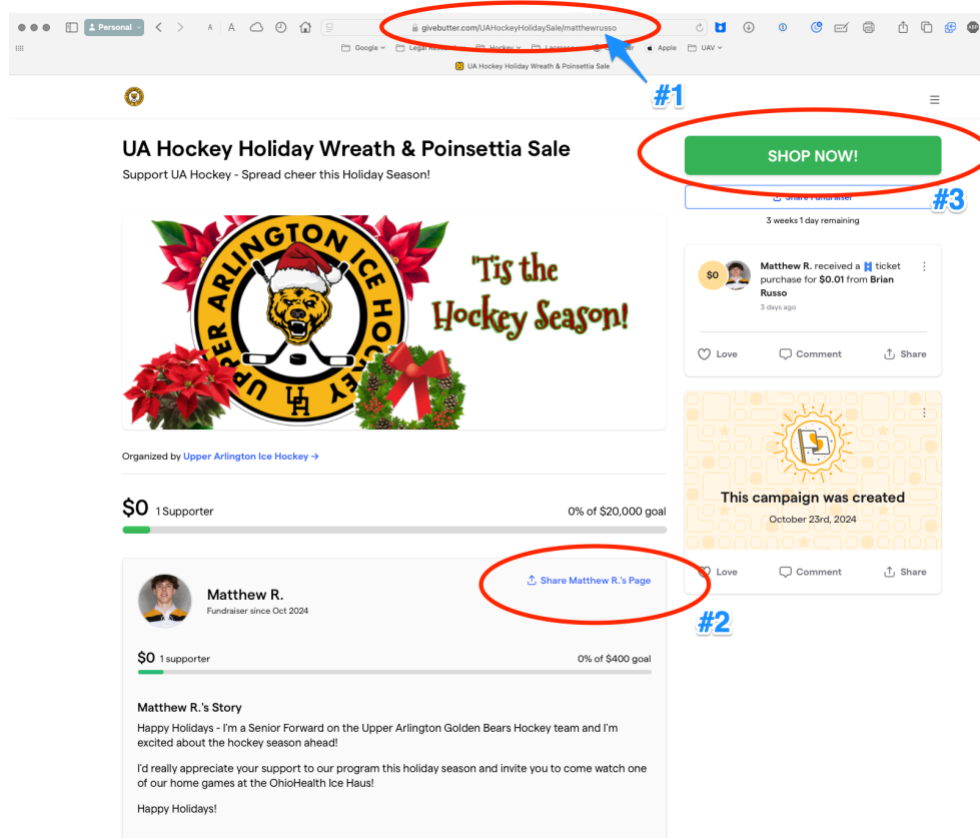
ALL Available in **RED and **WHITE****

GiveButter – Online Fundraising Platform

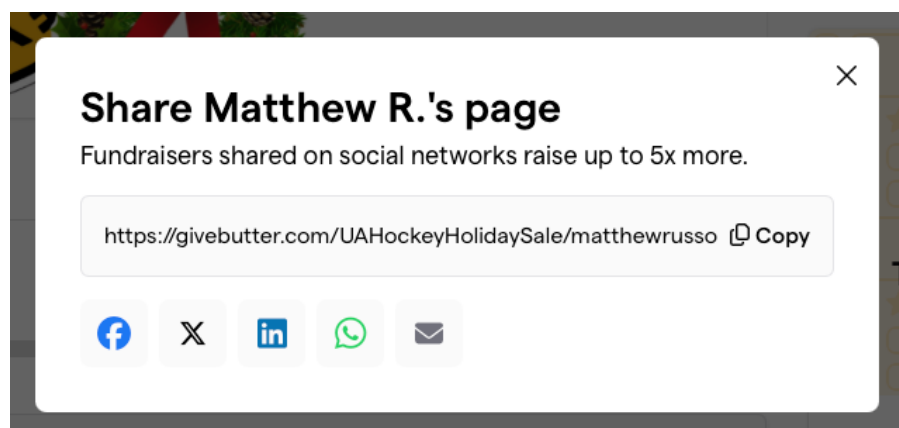
Ok, so this is where we've tried to make this simple. You can easily join our sale online at:

<https://givebutter.com/2025UAHockeyHolidaySale/join>

Visit this link and you'll see a sign-up page. Enter your info to create your own personal sales page. It will look something like this when you're done:



You'll notice from the link that this is actually a unique separate page with your name added to the URL. **(#1) This is IMPORTANT as it will allow you to be credited with your sales and associate your name to the order for delivery purposes.**



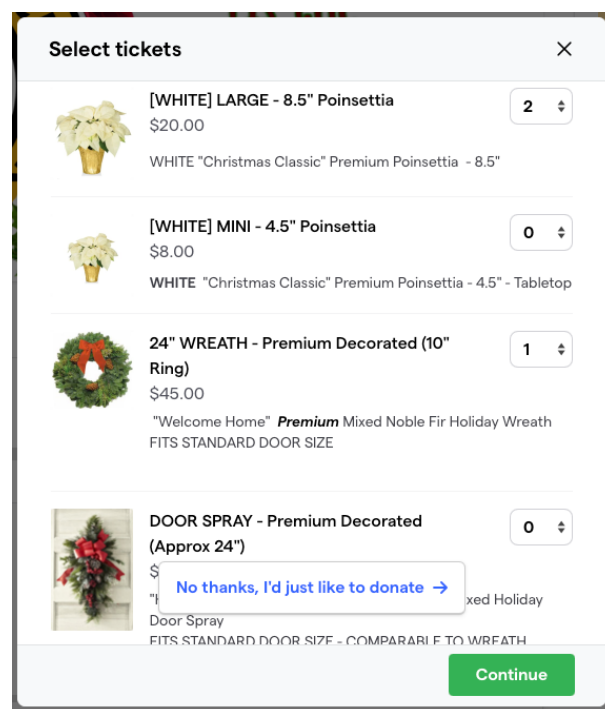
You can SHARE your page via social media or email or even copy the page link into text messages. (#2)

Sales & Gathering Orders

Once you have your page built, you'll want to share it to prospective customers OR use it to place orders you help enter. So, you basically have two kinds of sales you can make:

1. **ACTIVE SALES** that you help facilitate – you can walk door to door, talk to neighbors, sell to aunts & uncles using your iPad or a phone.
2. **PASSIVE SALES** that your customer enters on their own – you can email or otherwise share your page link.

Keep in mind, your name will be associated with both kind of sales and you'll be responsible for delivering them. You'll be able to monitor your passive sales on your page.



When you or your customer clicks on the SHOP NOW button, you'll open a window that shows products and pricing and you'll be able to go through a simple purchasing process.

Your orders will automatically be recorded and associated with your name IF YOU REMEMBER TO:

- 1) **START FROM YOUR PERSONAL SALES PAGE** or
- 2) **MANUALLY SELECT YOUR NAME / PROFILE** DURING THE CHECKOUT PROCESS.

Remind your customers!

A couple other **IMPORTANT DETAILS AT CHECKOUT:**

- 1) You'll be prompted for name, email, phone number for each item. Click on "Copy Previous" to quickly add them to each product. This platform is designed more to sell tickets than products, but we're adapting it to our needs.
- 2) You'll be prompted to enter an **OPTIONAL** tip to support the GiveButter platform. Why is this there? The platform is free to nonprofit organizations, if customers are given the opportunity to tip, otherwise there is a 5% processing fee.
IT IS IMPORTANT YOU LET YOUR CUSTOMERS KNOW THIS IS OPTIONAL AND THEY CAN ADJUST THE AMOUNT OR TOTALLY ELIMINATE THE TIP BY CLICKING ON THE TIP, SELECTING "OTHER", AND SETTING IT TO ZERO. This is not a tip to our organization.

Sales Goals & Minimums

*****EACH PLAYER'S MINIMUM SALES TARGET IS \$600*****

ALTERNATIVELY, IF YOU ACQUIRE 12 CUSTOMERS AND YOUR GROSS SALES DON'T TOTAL \$600, YOU'VE MET THE MINIMUM

(Then, all you have to do is decide if you want to settle for the minimum)

These goals are based off sales data from last year, and we'll be providing you with "Leads" from your previous sales or that have been handed down by graduating Seniors.

Get creative and get your page out there. **Sales will end at MIDNIGHT - Monday, Nov 10th** so you'll have over two weeks,

BUT DON'T PROCRASTINATE OR WAIT TO GET STARTED.

Order Pick-Up & Delivery

Orders will arrive to UA High School on Wednesday, Dec 3rd. Players (NOT CUSTOMERS) will be able to pick up orders that evening. We are asking you to make every effort to deliver your orders as soon as possible but NLT Monday, Dec 8th.

Our official delivery window for customers is Friday, Dec 5th – Monday, Dec 8th. You are encouraged to manage your time as we'll be playing hockey all weekend, so you can coordinate and get your items delivered ahead of time if you're able. If you can't,

YOU MUST ENSURE POINSETTIAS ARE STORED INDOORS until such time as they can be delivered, to protect them from the cold.

Further details will follow closer to the delivery phase.

Frequently Asked Questions

What is the capital of Peru? Lima

Can I exceed and sell more than my \$400 target? Of course. Remember when your teacher said there were no stupid questions? They were wrong.

Where can items be delivered? We will only be delivering within Upper Arlington. Players will be responsible for delivering any orders they accept. If you take orders from friends or family outside Upper Arlington, you will need to make arrangements to deliver them. Also, orders will only be picked up at the high school by players and family members assisting them with deliveries. To keep distribution efficient, we will not be allowing customers to pick up their own orders directly at the high school.

Can people make donations instead of purchases? Yes. Your customers can make a donation instead of purchasing products or they can add a donation to their purchase. It's easy, just click on SHOP NOW! And then "No thanks, I'd just like to donate" or they will be prompted to make a donation during the checkout process. Unlike purchases, donations may be tax deductible as the law allows since UA Ice Hockey Association is a nonprofit organization.

What if a customer wants to pay by check or cash? Unfortunately, we need to keep this process streamlined, so we'll only be taking payment through the website. So, no checks or cash unless you personally want to work out an arrangement and make the purchase on their behalf. **Customers can pay with ApplePay, credit card, Venmo, or PayPal.** (If selecting Venmo, the customer will NOT be prompted to Venmo the hockey team, it simply authorizes the payment to be drawn from their Venmo account)

Where do our products come from? Our poinsettias are provided by Strader's Garden Centers. They are the same products available for retail sale. Our prices are comparable, plus we deliver, and our customers can support a local high school program. The same is true of the wreaths and other greenery – they come from a local vendor who supplies most of the local nurseries and home improvement stores. In some cases, our prices may be lower than what they can be purchased for in a retail store or nursery.

Explain that "tip-at-checkout" thing to me again? The tip is an alternative to UA Hockey or our customers paying a higher transaction processing fee. The amount can vary depending on the order total and the tip amount can be significant. It can be removed simply by clicking on the tip, selecting "Other" amount, and setting it to zero. If you or your customer overlook this step, it may add anywhere from \$1 to up to 15%. Please be sure to highlight that the tip is OPTIONAL.

What if I have further questions? This document and other questions that come up will be posted on our website under RESOURCES>>PLAYERS>>FUNDRAISING – TEAM PAGE at:
<https://www.uahockey.com/about/fundraising-team-page/56830>

You can also reach out by email to: Info@uahockey.com



ONE OTHER HOLIDAY TID BIT!

Because you may be on Santa's "Nice List"

For 2025, we've partnered with sponsors to create some incentives to get out there and sell!

Players who sells \$1000 worth of merchandise will have their name "thrown in a hat" for a drawing. For every additional \$500 you'll be entered again.

Top Prize: *\$400 Gift Card to Pure Hockey* – Essentially a *FREE STICK!!*

Additional names will be pulled out of Santa's hat for gift cards and other prizes.

Pure Hockey Gift Cards

Tim Horton's Gift Cards

Hockey Tape

Premium 2-in-1 to keep you smelling right in the locker room

Other Awesome Things

But you've got to be in it to win it! So, go sell \$1000!!

More info to follow as you get out there and get after it!!

