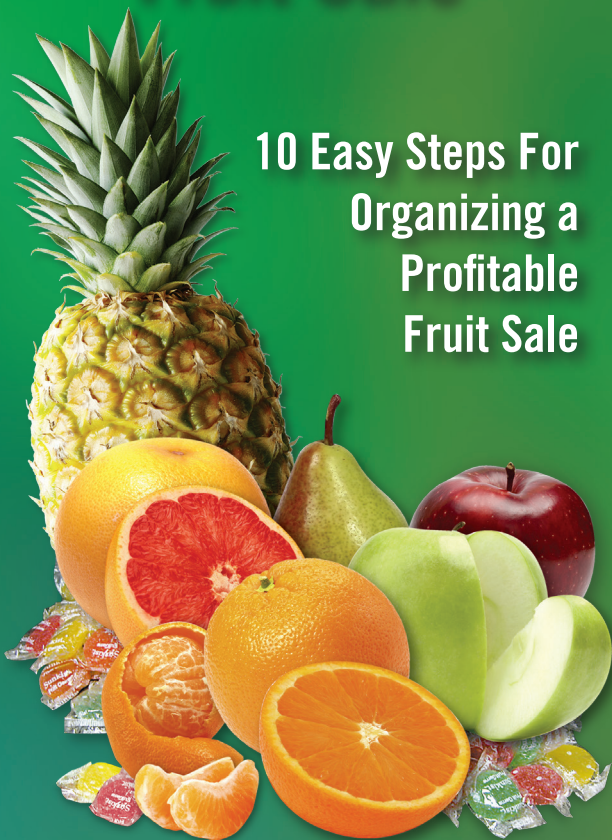




The "Healthy Choice" for Fundraising

Coordinator's Guide To A Successful Fruit Sale

10 Easy Steps For
Organizing a
Profitable
Fruit Sale



www.PeeJays.org

1. PRE-SALE

These simple steps will help you prepare for your upcoming fruit sale:

Select Your Sale Dates

- **Start Up Date** – Choose when you would like to begin your sale (anytime between late-September to late-October).
- **Selling Time** – We suggest 3-4 weeks.
- **Closing Date** – When you will collect and tally your seller's orders and money.
- **Order Submission Date to Pee Jay's** – Submit your order the Monday two weeks prior to your delivery week.
- **Delivery Week** – The exact day of your delivery will be confirmed seven days in advance.



** Note: A specific delivery date can be requested. Please contact our office prior to your sale to discuss your preferred delivery date.*

Order Your Selling Material

Pee Jay's provides you with FREE selling material for your group. Just let us know how many members you'll have selling and if you would like to sell only fruit or both fruit and cheesecakes.

Determine Your Selling Price

Pee Jay's suggests a 40% profit margin, but your group can choose their own selling price. To determine a 40% profit margin, divide the cost of your product by .60. For example, an item that costs \$16.30 divide by .60 = \$27.17 then round off to the nearest dollar.

Organize Your Sales Force

It's a good idea to separate your group into sales teams. The competition helps increase sales, and team captains should help motivate your sellers. In addition, offering incentives will help boost your sales totals!

Set Up Your FREE eCommerce Website

Our eCommerce program is a great way to earn more money and easily manage your fruit sale! Your customers can order online and pay with a credit card, and their fruit will be delivered to your drop off location with the rest of your brochure orders. There's less money for you to collect and less orders to tally. Plus, our Holiday Gift Shipping program will expand your sales territory to the entire Continental US!



**MANAGE
YOUR
FRUIT SALE
ONLINE!**

(Cover Letters Continued)

- **Payment Options** – If your customers are paying by check, let them know who the check should be made out to and remind them to add in your member’s name on the memo line. If your group is also using an eCommerce site for your sale, let them know the web address that they can use to purchase fruit with a credit card.
- **Pick Up & Distribution** – Include time and date for picking up and/or distributing orders. (Orders should be picked up and/or delivered ASAP).



3. SPREAD THE WORD

Co Op Advertising = Increased Sales:

Advertise your sale in newspapers, on lawn signs or on banners with the Pee Jay’s logo and we will reimburse your group 25% of the cost (up to \$250). Just return a copy of the ad along with the invoice. It’s that easy and profitable! Ad slicks and Pee Jay’s logos are included with your material order. **Need some ideas on advertising? Call us today!**



Thank Them!

Part of a successful fruit sale is maintaining repeat customers from year to year. Thank your customers for their support by placing a Thank You card in each of your customers’ orders. You’ll find a sample “Thank You” card inside your Fundraising Folder Kit that you receive with your sales material, or you can request one by emailing CustomerCare@PeeJays.org.

Talk It Up

In addition to having your members call and email everyone they know, they should also advertise on their social media pages. Remember to contact faculty, office staff and the business community. Our delicious fruit makes excellent gifts for employees, customers and vendors!

Social Media

Your group and members should promote your fruit sale to all of your Social Media followers on Facebook, Twitter, Instagram, etc. If your group is using an eCommerce website for your sale, make sure to include the web address in your post.

Use Flyers and Posters

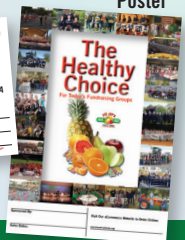
Post copies of our flyers and use our posters in prominent areas throughout your school and feeder schools. You should also advertise in other high traffic areas such as:

- Church Bulletin Boards
- Doctor’s, Dentist’s or other Local Businesses
- Parent’s Place of Work
- Sporting Events

Flyer



Poster





4. START SELLING

Hand Out Selling Material

Once you've published your prices and have all your sales material ready, distribute the packets to your members. Remind seller's parents about your upcoming fruit sale

Call On Previous Customers

Send an email to all previous customers about your upcoming sale, and include a link to your eCommerce site.

Ask Alumni To Help

Your alumni can be a great resource for your fruit sale. In addition to possibly purchasing fruit, they can provide their own customer lists and help in spreading the word about your fruit sale.



5. GET RESULTS

Sell, Sell, Sell!

Set up tables at sporting events, band/choir concerts, or in front of a local business in your community – *Remember to ask for permission to set up a table.* Ask parents to bring the brochure to their work place. Encourage your members to present a courteous, smiling appearance and make sure they say "thank you"!

Use Your eCommerce Website

Your eCommerce site is a wonderful tool that will allow you to increase your sales. In addition, it gives your customers the ability to use a credit card to make their purchase at their convenience. Make sure to promote that option to your members and customers!

Holiday Gift Shipping

Available through your eCommerce website only, our Holiday Gift Shipping program allows you to expand your sales territory. Your customers can choose from our beautiful line of gift boxes and have these items shipped direct anywhere in the Continental US.



6. HELPFUL HINTS

Offer Incentives to Members

Whether you have teams or individual sellers, try to reward the members that reach their sales goals. Some suggestions for offering incentives include:

- Top Overall Sellers
- Top Group / Class Seller

- Top Team
- Share Profits with Members
- Incentives to members who participate or reach their group's sales goal.

Get Weekly Updates

Keep up to date with your sellers' progress. If they are not reaching their sales goals, provide them with ideas to increase their sales totals.



7. TALLY & SUBMIT YOUR ORDERS

Tracking Your Sales Totals

Pee Jay's provides all of our customers with an online spreadsheet to easily track and submit their fruit order. It tallies up members' totals, shows profits and provides you with a detail report of each seller's total order for both online, brochure & holiday gift shipping. Print each seller's sales report to pick their order.

Placing Your Fruit Order

There are three ways you can submit your fruit order to Pee Jay's:

1. Submit via your online spreadsheet (Most popular & convenient)
2. Email CustomerCare@PeeJays.org
3. Call us at 800-847-6141

Add On Orders

You can submit one add on order the Monday one week prior to your delivery week.

Payment Terms

- Save 1% from your invoice for paying BEFORE your fruit delivery.
- Or payment is due 30 days from your delivery day.



8. PRE-DELIVERY CHECKLIST

- Review** your Order Confirmation from Pee Jay's. Check for correct variety and quantity for each item. Please contact us immediately if you have any questions or discrepancies with your order.
- Notify** members, customers and parents about your delivery date. Pee Jay's will confirm your delivery date one week prior to your delivery.
- Prepare** a staging area for Delivery Day. Lower the room temperature to 38° - 40°, or if possible turn the heat off until your fruit is distributed.
- Schedule** plenty of help at least ten members to assist with unloading, counting and distributing your fruit order.

- ❑ **Arrange** to get hand trucks, carts, dollies or a fork lift if available to help out with the unloading process.
- ❑ **Print** Thank You Cards to include with each order.



9. DELIVERY DAY



Your group is responsible for the unloading of your order, please have sufficient help available. Arrange signs to show where the products will be placed in the staging area. Our color coded boxes will help with faster unloading and easier distribution.

Use hand trucks, carts, rollers or a fork lift to help unload the truck.

Count boxes by variety, and indicate the amount received on your driver's manifest.

Sign the manifest along with the driver. Do not allow the driver to leave before you count or sign the manifest.

Your group is responsible for any shortages if you do not sign the manifest.

Inspect your fruit before distribution.



Our goal is 100% Customer Satisfaction. Please do not hesitate to contact us if there is ever an issue with your product or your delivery.



10. REWARD EVERYONE

Plan a party or special outing for your group. It's always a great idea to reward everyone for a job well done!

Holiday Gift Shipping Service

Profitable for you...convenient for your customers!



#874 Fresh Fruit Sampler

Expand your sales territory and increase your profits with our “Pee Jay’s Direct” Holiday Gift Shipping program!

It’s a great way to send delicious, fresh fruit to friends and family and have it delivered right to their door, anywhere in the Continental US. In addition, they will be able to add a personalized message and choose a date when they would like their purchase shipped. It’s a great way for your customers to do their holiday shopping and support your group’s fundraiser at the same time! It’s also a great idea for businesses! Our Gift Boxes are healthy and enjoyable gifts for employees, business associates, clients and vendors.

Holiday Gift Shipping is only available through your group’s eCommerce website. All HGS items are shipped between the week before Thanksgiving and the third week in December.

Holiday Gift Solutions for:

- Alumni Members • Aunts & Uncles
- Babysitters • Clergy
- Clients / Customers • Coaches
- Doctors / Dentists • Employees
- Friends • Grandparents
- Mail Carriers • Neighbors
- Coworkers • Scout Leaders • Teachers



Don’t Forget... to also contact all local businesses in the community!

Call For Details Today!

Tel: 800-847-6141

Email: CustomerCare@PeeJays.org

www.PeeJays.org