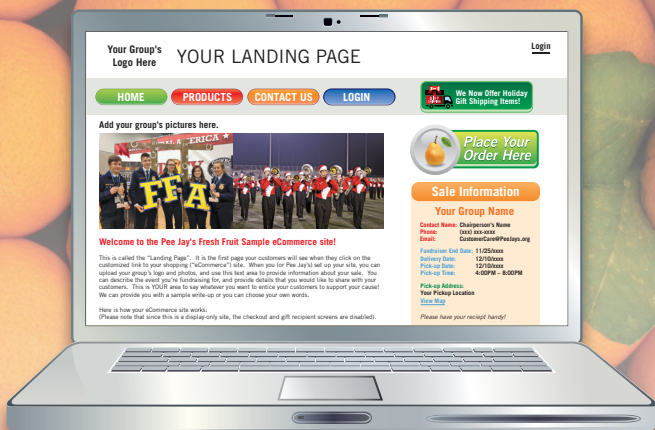


COORDINATOR'S GUIDE

TO YOUR eCOMMERCE WEBSITE



5 Easy Steps to Creating Your eCommerce Website

Along with an ABC Guide to
Using Your eCommerce Website

www.PeeJays.org • 800-847-6141

BENEFITS OF USING AN eCOMMERCE WEBSITE:

- Reach more potential customers – family, relatives, friends, teachers & business associates with one click of the mouse.
- Convenience of using a credit card to purchase fruit – Get more sales with minimal added work on your end.
- You can offer our Holiday Gift Shipping items to your customers. These items are shipped direct to the address of your choosing, and ONLY available through our eCommerce program.
- Get a head start on the competition by offering your online sale weeks ahead of other groups.
- No money to collect or paperwork to lose.
- Submit your order electronically to Pee Jay's.
- Download reports of your online orders.
- Print out Pick Sheets for your members.
- Build your customer database – Send email alerts to your previous online customers to generate repeat sales.

SETTING UP YOUR eCOMMERCE WEBSITE

Your eCommerce website will be simple to set up and easy to customize! You can add pictures, your group's logo and a member list so your customers can give credit for their online order to a specific member. You will be able to choose only the items you are selling and enter your retail price for each item.

HOW YOUR WEBSITE WILL LOOK?

For an idea of what your eCommerce site will look like once it's set up, visit our sample website by typing the following url into your browser: <https://www.FreshFruitOrder.org/ABCSchool>



FOLLOW THESE 5 EASY STEPS:

Pee Jay's will send you an "Invitation to Set Up Your eCommerce Site" email that will contain a link to our eCommerce login page. By logging onto this site with your group's Organization ID and creating your password you will be able to create your eCommerce account.

CREATING YOUR WEBSITE

What you'll need to get started:

- A Write Up For Your Landing Page
- Group or School Logo
- Group Pictures
- A Member List



1. SETTING UP YOUR WEBSITE CONTENT

(Step 1 of Site Setup)

You will be able to generate your website URL, upload your group logo, edit your page content and add pictures to your website. You will also be able to enter your contact information and upload a file that you can use to further promote your sale.



2. SHIPPING METHODS AND NOTIFICATION SETTINGS

(Step 2 of Site Setup)

In the Shipping Method setting, you will add the date and time for your members or online customers to pick up their order. You will also select how your online customers receive their order. **There are three options*:**

- 1) **Pick up by customer** 2) **Member delivery** 3) **Both Option 1 & 2**

**Pee Jay's suggests using the same process you have traditionally used to distribute your fruit.*

In the Notification setting, you will add an email address to receive an email alert from each customer who purchased online.

Each email alert should be then forwarded to the seller who is getting credit for the online order.



3. SELECT YOUR PRODUCTS

(Step 3 of Site Setup)

Your customizable website will allow you to choose only the items you wish to sell for your fundraiser. As always you can set your own selling price or choose to sell at our suggested retail prices.



4. MANAGE SELLERS

(Step 4 of Site Setup)

Your eCommerce site will allow you to upload a seller list of your group's members so that they can receive credit from your online customers. From the checkout page, you can choose to show the names of your sellers in a drop-down window or have your customers type in the name of the seller receiving credit for the order.



5. PUBLISH YOUR SITE

(Step 5 of Site Setup)

Once you've reviewed your pricing and are satisfied with the rest of your set-up, the next step is to Publish your website. Now your eCommerce site is up and running and ready to take orders!



A. BEGIN USING YOUR ACTIVE WEBSITE

You will receive an email from Pee Jay's that will contain a link to your eCommerce website. We will also send you a marketing email that you can use to promote your sale. You should get the word out to your sellers and as many potential customers as possible. You can also upload your eCommerce website to your group or school website and to social media sites.



B. GET THE WORD OUT!

Pee Jay's will send you a marketing email that you can use to pass on to your customers to promote your sale. It contains a sample write up (similar to the sample write up provided for your website home page) that you can edit. We also suggest placing the **banner ad** from your Site Set Up on your school or group's web page. This Banner ad will contain an embedded link to your eCommerce website. You should send out an email blast to your group members, colleagues, family members, past customers and potential customers. Encourage everyone on your email list to forward this email to other potential customers.



Banner Ad



C. PURCHASING FRUIT ONLINE

Once you send out the link to your eCommerce website, your members and their customers can support your fundraiser by using a credit card to purchase their fruit. Your customers can give credit for their purchase to any member of your group they choose. All online orders are guaranteed secure by **Authorize.net**. Your customers can choose items from two different delivery categories: Standard Delivery (shipped with your total fruit sale order) and Gift Shipping (shipped direct via UPS).



Please Note: Your eCommerce site will be able to accept Visa, MasterCard, Discover & American Express. All credit card purchases will be paid directly by your customers to Pee Jay's. **You will receive a credit for your online orders on your invoice. There is no additional fee to use a credit card to make a purchase.**



D. MANAGE ACCOUNT

You can access the Manage Account feature through your Dashboard, which allows you to do everything from viewing your orders to changing your password.

Manage Account Features:

- FAQ section
- Edit your Website Landing Page content
- Update sale details and notifications
- Manage your products and sellers
- Input Seller's brochure orders
- Submit your order electronically to Pee Jay's
- View & print sellers order report and online customer list.

ADMIN DASHBOARD PAGE
<http://freshfruitorder.org/ABCSchool>
 Site Status: Your site is active and wcepting sales

ABC School | Dashboard | Logout

FAQ

My Account

- Site Setup
- My Password
- Add/Manage Sellers

Marketing My Sale

- Social Network
- Post Message to Sellers

My Sales Data

- Customer List
- View Online Orders
- Track & Submit All Sales

Info About My Sale

- Important Dates
- My Material Order
- My Notes

My Progress

Current Profit: \$0.00
[Edit Goal](#)



E. SUBMITTING YOUR ORDER

Your customers can place online orders until the day before your call-in date which is when the eCommerce site will automatically close. When the sellers turn in their “brochure orders”, the group’s administrator will input each individual seller’s brochure orders into the “Track & Submit” page. If a seller has any online orders credited to them, these orders will automatically populate the online order column of their order page.

All online orders will include the customer’s name, address, email address, items purchased and the name of the member who will receive credit for the order. (Allowing your customers to give credit to your members is optional).

You will submit your final order (automatically includes online orders too) through the Track & Submit page of your Admin Dashboard. A copy of your final order will be emailed to you. You will have one week to submit an **add on order** if necessary. You can print a copy of each seller’s order to use to pick their order on distribution day.

HOLIDAY GIFT SHIPPING SERVICE

*Profitable for you...
convenient for your customers!*

#1
SELLING
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. 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!

800-847-6141

Email: CustomerCare@PeeJays.org