



The "Healthy Choice" for Fundraising

FUNDRAISING UPDATE

A PUBLICATION OF PEE JAY'S FRESH FRUIT

www.PeeJays.org • www.FreshFruitOrder.org

VOL.36

2021-2022

Welcome Back to another Fall fundraising season. We hope you had a safe and enjoyable summer and are ready to get started on your 2021 fruit sale!

A lot has changed in the last two years. Pee Jay's, more than any other fruit supplier, can provide our customers with a NO CONTACT fruit sale program. This can be done using our eCommerce site and/or our traditional brochures.

Pee Jay's gives you several options to hold a successful fruit sale based on your fundraising needs and school or group restrictions in your area:

• **Hold a hybrid brochure and online fruit sale.**

- Customers can purchase their fruit online from your eCommerce site.
- Pee Jay's will deliver your order to your drop off location.
- Selected items are available for direct shipping and are delivered right to your customers' doorsteps. This is a great option for a contact-free delivery.

• **Hold an exclusively online sale.**

- Customers can purchase their fruit online from your eCommerce site. This will eliminate cash/check transactions and minimize contact with customers. You can choose to:
- Offer our traditional items and have them delivered to your drop off location.
 - Offer both the traditional and direct items.
 - Offer ONLY our direct items, delivered right to your customers' doorsteps.

• **Hold a traditional fruit sale with brochures.**

We will deliver your order to your group's drop off location.

You can feel comfort in that a Pee Jay's fruit sale can safely help your group reach their fundraising goals.

For more details about our No Contact Fruit Sale, check out our new video at: www.PeeJays.org

New Changes for 2021

We're happy to announce that we've enhanced our confirmation emails for online orders. These emails will now contain the customer phone number and email address, making contacting your customers even easier than before.

Back for 2021

We are always looking to add new items to our product line. Last year we introduced item #65 - Farmers Fresh Produce Box. This 25-26 lb. box features an assortment of vegetables and was a big hit with our customers.

Back again for 2021 – Florida Navel Oranges

In 2019, we brought back Florida Navel Oranges for the first time in three years, and the response was overwhelmingly positive. Our updated Citrus, Apple and Pear crop report will be included with our price list. **California Navels will be available upon request.**

We hope you can continue the fruit sale tradition – providing fresh, quality fruit to your customers and at the same time help you raise the funds that you may not need now, but will need in the future.

We look forward to working with you and your organization.

Wishing you a profitable fruit sale!

Domenic R Lanciano

Domenic R. Lanciano
Director of Fundraising

2021 Fruit Prices:

This year's price list will be emailed to you by September 15th. Your price list includes a suggested selling price of each item (40% profit margin) **or you may choose your preferred selling price.**

Fundraising Material:

We provide your group with:

- Color Brochures
- Collection Envelopes
- Three Part Order Forms
- Sales Flyers
- Large Color Posters

Another option for your material

Virtual selling material allows you to download and print your sales material if you choose.

Helpful Hints

Place the flyers and posters in feeder schools, teachers' mailboxes and throughout your local business community.

Your material is shipped at least two weeks prior to your kick off date.

***Call us at 800-847-6141 if you haven't reserved sales dates or placed your material order.**

Brochures & Flyers:

Pee Jay's has the largest selection of fresh fruit items compared to other fruit suppliers. We have a variety of brochures and sales flyers available to promote your fruit sale, and each flyer has its own tally sheet.

- **Fruit Brochure:** Contains all of our fresh fruit items.
- **Fruit & Cheesecake Brochure:** Our entire catalog of fruit items PLUS three delicious New York style Cheesecakes.
- **"Customized" Flyer:** If you plan on offering ten items or less for your sale, we can print a single sheet sales flyer for your group. Plus, we can also imprint your group's name and the selling price



for each item on your flyers.

***If an item is available in more than one size (i.e. navel oranges or cheesecakes), the item is considered one item.**

Save Time With Our Online Spreadsheet

This handy tool allows you to automatically track your online/credit card sales, add in your manual/cash orders, submit your fruit order and even place your add on order via the web. You can also print pick sheets by member with their online customers' address and order details.

BACK FOR 2021

FARMERS FRESH PRODUCE BOX (Item #65)

A large size box (25-26 lbs.) with an assortment of hearty vegetables all pre-packed individually. A great idea for the holidays or a donation to your local food pantry.



Each box will contain:

- Potatoes, Onions, Yams, Carrots, Celery Stalks, Squash and Cabbage or Broccoli.

Variety and count may vary according to vegetable availability. All product sold by Weight.

Pee Jay's Direct Delivery Program

A new and exciting way to have a successful fruit sale via the internet.



- The customer makes a purchase from your custom website using a credit card or debit card, and chooses their own ship date between Thanksgiving through the third week in December.
- The profit per item is \$10.00*. Your profit check will be mailed to you within 7-10 days from your sale ending date. ** You may choose a different selling price*

- #810 - 10 lb. Box Navel Oranges**
- #811 - 10 lb. Box Red Grapefruit**
- #812 - 10 lb. Box Clementines**
- #823 - Trio Mix Box**
- #874 - Fresh Fruit Sampler**
- #875 - Apple Sampler**
- #878 - Apple & Pear Sampler**

The items listed above can be shipped directly to the customer, whether they live in your local area, outside of your area or out of state. Items are priced to include UPS shipping

**Please call or email
CustomerCare@PeeJays.org
for more details.**

**BACK FOR 2021
Farmer's Fresh Produce Box**

"There is a lot in the box when you open it up. Very nice option for food bank donation."

Katy, Fruit Chairperson,
Oakwood Band Parents



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Reserve Your
Delivery Date:
Please call
800-847-6141
or email us at:
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Top 10 Fruit Products Sold in 2020:

- #12 - 10 lb. Box of Clementines
- #1 - 40 lb. Box of Navel Oranges
- #2 - 20 lb. Box of Navel Oranges
- #74 - Fresh Fruit Sampler
- #10 - 10 lb. Box of Navel Oranges
- #24 - Citrus Mix Box (Navels, Grapefruit & Clementines)
- #7 - 40 lb. Box of Red Grapefruit
- #8 - 20 lb. Box of Red Grapefruit
- #23 - Trio Mix Box (Navels, Apples & Pears)
- #9 - 20 lb. Box of Navels & Grapefruit



Advertise Your Fruit Sale and receive a 25% refund!

Advertise your fruit sale in newspapers, on banners or lawn signs using Pee Jay's logo and we will reimburse your group 25% of the cost (up to \$250). Just return the copy of the ad along with the ad's 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!**



**A GREAT ADDITION TO YOUR FRUIT SALE!
TWO NEW VARIETIES FOR 2021**



Rebate Program

Sell More Fruit... Earn More Cash!

We know that now more than ever, each dollar you earn fundraising is important. Pee Jay's wants to do our part to help out. If your group surpasses your 2020 sales totals, you will now receive a rebate of **\$2.00** per box! *This incentive is for returning 2020 "traditional" customers or the 2019 traditional customers that could not sell in 2020.*



Get the most out of your website with our new and improved Coordinator's Guide to Your eCommerce Website.

Spring Florida Strawberry Sale Fundraiser

Looking for a healthy alternative for your spring fundraiser? Try selling delicious Florida strawberries when they are at their peak flavor. The sale is conducted between January and February, with deliveries from late-February to mid-March. What better way to welcome in the spring than with sweet, juicy strawberries! Contact us for more details. Strawberry pricing will be available mid-January 2022.



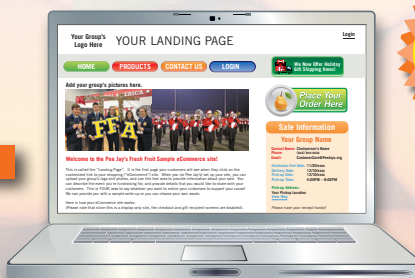
Questions or Comments About Your Fruit Sale or your eCommerce Website? We are only a phone call (800-847-6141) or email away (CustomerCare@PeeJays.org)

We look forward to working with you!
Domenic, Anthony, Pam, Carol, Julie & Doug

Share the Secret... If an organization you recommend signs up to have a Pee Jay's Fruit Sale your group will receive a \$100 referral check.

Go Paperless With Your Personalized eCommerce Website!

Healthy Products



HEALTHY PROFITS

Your Personalized eCommerce Website
Visit our Sample eCommerce site: <https://www.freshfruitorder.org/ABCSchool/>