



The "Healthy Choice" for Fundraising

Pre-Season Fruit Sale Update

Pee Jay's can provide our customers with a NO CONTACT fruit sale program this fall. This can be done using our eCommerce site and/or with our traditional brochures. For more details about our No Contact Fruit Sale, check out our new video at: www.PeeJays.org or on YouTube.

✔ 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. The quality and taste were so good that we will once again be offering Florida Navels in 2021! **California Navels will still be available upon request.*

✔ Back for 2021: FARMERS FRESH PRODUCE BOX (Item #65)

In 2020 we introduced our Farmers Fresh Produce Box – a large size box (25-26 lbs.) with an assortment of hearty vegetables all prepacked individually. A great choice for the holidays or a donation to your local food pantry.



FARMERS FRESH PRODUCE BOX

5 lbs. Potatoes, 5 lbs. Onions
5 lbs. Yams, 3 lbs. Carrots
2 lbs. Celery Stalks, 2 lbs. Broccoli,
4 lbs. Squash or 4 lbs. Cabbage

✔ eCommerce Website – Safely Take Your Fruit Sale Online!

At Pee Jay's Fresh Fruit, we understand the need for your group to raise funds while keeping everyone connected with your fundraiser safe and healthy. The new normal calls for social distancing awareness – safety for you, your sellers and their customers. A Pee Jay's eCommerce fundraiser adheres to all safety guidelines. There are so many benefits to a Pee Jay's eCommerce site!

- Create your own website with only the items and prices of each item that you are selling.
- Upload your group's list to give your sellers' credit for online purchases.
- Your site is easy to set up and includes detailed reporting.
- There will be no face-to-face communication and no money to handle.
- Advertising via social media and email allow your group to reach more customers faster.
- You can monitor your sales in real time.
- All transactions are contact free.
- You can generate repeat sales every year with previous customer data.
- Our Holiday Gift Shipping program allows your customers to ship a gift anywhere in the continental U.S.
- Your credit card sales are automatically credited to your final invoice.
- There are no credit card fees for your customers to purchase online.
- **For more details, please read the FAQ section on the other side or contact us with your questions.**

To reserve your delivery date
Please call: 800-847-6141
or email:
CustomerCare@PeeJays.org

If you need to change your
starting date or your delivery
date or to postpone your fruit
sale, please contact
Pee Jay's ASAP

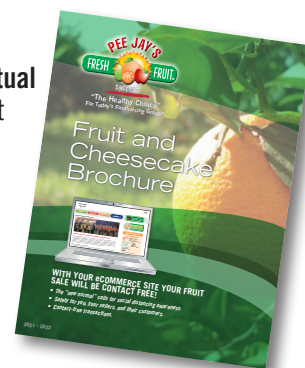
✔ Sell More – Earn More Cash Rebate Program!

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 increases their total boxes sold in 2021, you will now receive a rebate of \$2.00 per box over your 2020 amount!**

**This incentive is for returning 2020 "traditional" customers or for 2019 traditional customers that could not sell in 2020.*

✔ Fundraising Material Order

Your sales material will be shipped to you at least two weeks prior to your startup date. **A new option for 2021 – virtual selling material** allows you to download and print your sales material if you choose! Please contact us if you haven't placed your material order. Brochures, Collection Envelopes, Order Forms and Posters are only a phone call away. **Don't forget to use the four-color posters to promote your fruit sale... a great attention getter! Display them in your school & community.**



✔ Advertise Your Fruit Sale-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. 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!

✔ Payment Terms For 1% Discount

Save 1% if your payment is postmarked PRIOR to your delivery date. Otherwise, payment terms are 30 days from delivery.

✔ 2021 Fruit Prices – will be mailed to you by September 15th

Please call us or email CustomerCare@PeeJays.org if you need pricing sooner than September 15th.

✔ Pee Jay's Direct Delivery Program

Interested in having a "No Contact" Fruit Sale? The following items are available for **Pee Jay's Direct Delivery** or as a **Holiday Gift Shipping** item. Each box may include a personalized card.

- #810: 1/5 Navel Box
- #811: 1/5 Grapefruit Box
- #812: 1/5 Clementine Box
- #823: Trio Mix Box
- #874: Fresh Fruit Sampler
- #875: Apple Sampler
- #878: Apple & Pear Sampler



These items are purchased online using a credit card and shipped directly to your customers or to a gift recipient of their choice. All Direct Delivery Items can be shipped the week before Thanksgiving through the third week in December. **UPS shipping cost is included with each item ordered.**

Good Luck with your upcoming Fruit Sale!

Your friends at Pee Jay's Fresh Fruit,
Domenic, Anthony, Pam, Carol, Julie & Doug

800-847-6141 • www.PeeJays.org



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The "Healthy Choice" for Fundraising

1630 Route 322, Suite D
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Your Pre-Season Fruit Sale Update Enclosed

Frequently Asked Questions About Our eCommerce Website

1. What is an eCommerce site?

An eCommerce site is a website that allows your members and customers to view the items you are offering for your fruit sale online and make a purchase to support your fundraiser by using a credit card. They purchase directly from Pee Jay's and your group receives the full credit!

2. How does it work?

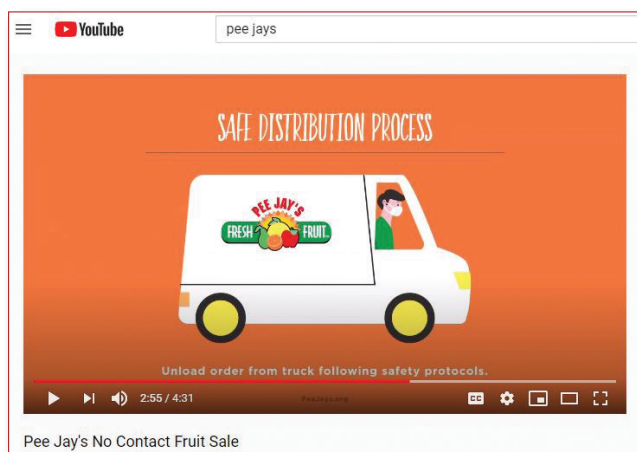
- You will get an email from Pee Jay's that will give you access to setting up and customizing your site. You can add a write up to your site's Landing Page; add pictures, your group's logo and a member list so your customers can give credit for their online order to a specific member.
- Choose only the items you are selling and set your own retail price for each item.
- When your site is published, you will receive a "marketing email" that you can use to send out to promote your sale to your members and customers.
- Your website will automatically shut down one day prior to your call in date.
- Your group's administrator will tally all of your manual orders with the online orders by variety and by member and then submit one total order.
- You will then submit your total order through our Track & Submit All Sales page.

3. Can we still do a traditional brochure sale as well as online fruit sale?

Yes, in fact we suggest doing a combination of the two sales.

4. Will there be training for using the eCommerce site?

If you need assistance, we're here to help! Please call us for support and to answer any questions you may have. We've tried to make setting up and using our eCommerce site as easy as possible and there are "Help" links throughout the set-up that may answer your questions as well.



Learn More About Using Our eCommerce Site For A No Contact Fruit Sale! Visit: www.PeeJays.org or on YouTube.

5. Will the online fruit orders be delivered with our primary fruit order?

Yes. We will deliver your online fruit orders along with your primary fruit order as we always have on pallets and in a refrigerated truck.

6. Can my customers send fruit as a gift?

Yes. We have an array of NEW fruit gift boxes that can be shipped anywhere in the Continental USA with our Pee Jay's Direct gift shipping program. Please see other side for details.

7. Can my customers forward the link to anyone else online to order and have it be credited to their account?

Absolutely, in fact we encourage your members and customers to do just that! We also suggest placing the link on your school or group webpage and sending an email out to teachers, friends, family and colleagues. Get the word out to as many people as possible!

8. Is there a surcharge for someone using a credit card to make a purchase on our eCommerce website?

There is no additional charge to the customer or to your group.

9. Can I keep track of which member will get credit for any online sales?

Yes you can. When setting up your site you have the option of uploading your member list so that it's displayed in a drop-down menu when your customer pays for their order. The member list will not be available until your customers get to the Check Out page. **Once your fruit sale is completed you can download a spreadsheet of your sales totals for your records.**

10. How does our group get reimbursed for the online orders?

You will receive a credit on your invoice for all Standard Delivery items purchased online. Additionally, you will receive a credit check for your Holiday Gift Shipping sales after your fundraiser is completed. In the Dashboard page of your Admin website you will be able to view the total amount of your online sales, items sold, names of the customers who purchased online, the amount of their purchase and if a member is receiving credit for a purchase.



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