



The "Healthy Choice" for Fundraising

FUNDRAISING UPDATE

A PUBLICATION OF PEE JAY'S FRESH FRUIT

www.PeeJays.org • www.FreshFruitOrder.org

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2024-2025

Welcome Back to another fundraising season! We hope you had a safe and enjoyable summer and are ready to get started on your 2024 fruit sale.

Check out our Five Helpful Tips to increase sales and member participation:

- 1. Advertise Your Sale** – There's no limit to where you can promote your sale! Place ads in church bulletins, local newspapers and radio stations. Hang flyers/posters at school, doctors' offices, sporting events, etc. And don't forget about Social Media! See the back of this newsletter for details about our Co-Op Advertising Program.
- 2. Use Our eCommerce Website** – Easy to set up and convenient for both members and customers to place their order online. Expand your selling area with our Direct Delivery Program.
- 3. Contact Previous Customers & Alumni** – Use all your resources to maximize your profits!
- 3 a. Create a Customer Database** – Every year we get calls from customers who want to purchase fruit but were never contacted by a group member. Create a database from your previous year's online, and brochure customers and contact them by email or by phone. Remind your members to use their brochure from last year to contact their customers again.
- 3 b. 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 fundraiser.
- 4. Schedule a kickoff meeting** with your members to discuss the benefits of the fruit sale fundraiser. Include a cover letter with each member's brochure to explain how the profits from the fruit sale will help the group and/or members raise money for future trips, conventions, or for new uniforms, jackets or for the general fund.
- 5. Increase seller participation** by offering cash or gift card incentives for the members who reach the group's sales goal. Include rewards to the top sellers by group or by grade level. Encourage members to email the eCommerce link to their customers to help reach their goal. Have a pizza party for everyone who reaches their goal.

Whether you are looking for ways to increase sales or member participation, please contact us with your questions.

We are always here to help you achieve your fundraising goal.

Domenic R. Lanciano

Domenic R. Lanciano
Director of Fundraising
Email: Domenic@PeeJays.org

2024 Fruit Prices

The price list will be emailed to you by September 18th and will include the selling price at different profit levels.

Your group may choose your preferred selling price or the 40% profit margin price level.

• Please contact us if you need the prices sooner than September 18 or if you have any questions about the suggested selling price.

Fundraising Material

We provide your group with:

- Color Brochures
- Collection Envelopes (small size)
- Three Part Order Form
- Sales Flyers
- Large Color Posters
- Choose to download and print your sales material.

We have discontinued our preprinted 40% Price Brochures and are now including a selling cost price sheet with your non priced brochures.

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:** You may choose up to ten items for your sales flyer. If you choose an item that is packed in different sizes, such as Navel Oranges, you can choose more than one size and



will count as one item on your flyer. Also, all three cheesecakes will count as one item. We will add your selling cost for each item on the flyer.

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.

Farmers Vegetable Box (Item #65)

An assortment of hearty vegetables pre-packed individually. A great choice for the holidays or a donation to your local food pantry.



Includes: Potatoes Onions, Yams, Carrots, Celery Stalks, Squash and Cabbage.

Variety and count may vary according to product availability & size.

Pee Jay's Holiday Gift Shipping Program

The perfect way for your supporters to do their Holiday Shopping and contribute to a good cause at the same time!

Our Holiday Gift items are great options for family and friends near or far as well as the business community – a perfect way to show appreciation to your employees, customers and vendors. Whether the recipient lives next door or across the country, a Pee Jay's Holiday Gift item is a healthy and thoughtful gift choice!

All Holiday Gift Shipping items can be shipped from the week before Thanksgiving to the third week of December, and each gift box includes your personalized gift card.

Your group earns \$10 for each Holiday Gift Shipping item sold.

- #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.

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Farmers Vegetable Box
 "All the produce in our Farmer's Vegetable Box was great in both quantity and quality."

Carolyn Wright, Genesee Valley CSD FFA



Reserve Your Delivery Date:
 Please call
 800-847-6141
 or email us at:
 CustomerCare@PeeJays.org

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Top 10 Fruit Products Sold in 2023

1. #12 - 10 lb. Box of Clementines
2. #74 - Fresh Fruit Sampler
3. #2 - 20 lb. Box of Navel Oranges
4. #10 - 10 lb. Box of Navel Oranges
5. #1 - 40 lb. Box of Navel Oranges
6. #24 - Citrus Mix Box (Navels, Grapefruit, Clementines & Pairs)
7. #23 - Trio Mix Box (Navels, Apples & Pears)
8. #9 - Navel & Grapefruit Mix Box
9. #11 - 10 lb. Box of Red Grapefruit
10. #65 Farmers Vegetable Box

Please note the fruit gems are no longer included with the sampler gift boxes.



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 \$125). 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. *Up to \$125.00 in reimbursement.*
Need some ideas on advertising? Call us today!



A GREAT ADDITION TO YOUR FRUIT SALE!



#105 Plain Cheesecake



#109 Strawberry Cheesecake



#110 Triple Chocolate Cheesecake

All cheesecakes are uncut, slice your own serving size.



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.

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 2023 sales totals, you will receive a rebate of **\$1.00** for each additional box sold.



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 2025.



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 & Marie

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.

Increase Sales With Your Personalized eCommerce Website!

Healthy Products



+



PLACE YOUR FRUIT ORDER ONLINE!

=

HEALTHY PROFITS

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