

PRE-SEASON FRUIT SALE UPDATE



The "Healthy Choice" for Fundraising

**"Every experience with your company has been a positive one!
Great job again this year."**

James, Bellwood Antis HS FFA

"The fruit was beautiful and very flavorful."

Jen, Northeastern HS Senior Class

✓ FARMERS VEGETABLE BOX

Our very popular Farmers Vegetable Box (25-26 lbs.) is an assortment of hearty, individually pre-packed vegetables.

A great choice for the holidays or donation to your local food pantry.



FARMERS VEGETABLE BOX

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

"We keep selling more each year.

The feedback from customers is really good. They like the quality and size."

Tracey, Ovid Elsie HS FFA

✓ eCommerce Website – Take Your Fruit Sale Online!

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 is no money to handle or paper orders to tally or submit to you.
- Advertising via social media and email allows your members to reach 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,
please contact Pee Jay's as soon
as possible.

✓ Fundraising Material Order

Your sales material will be shipped to you at least two weeks prior to your startup date. Please contact us if you haven't placed your material order. Brochures, Collection Envelopes and Posters are only a phone call away.

EASY TO READ
BROCHURE
FORMAT



✓ Customize your Sales Flyer with Your Preferred Items & Prices

Choose up to ten items on 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. All Cheesecakes count as one item. We will add your selling cost for each item on the flyer.

CONTACT US FOR MORE DETAILS @ 800-847-6141

✓ 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. 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!

✓ 2024 Fruit Price List:

Your Fruit Price list will be emailed to you by Wednesday, September 18th. Please call us or email CustomerCare@PeeJays.org if you need pricing sooner than September 18th.

✓ Pee Jay's Direct Delivery Program

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, and Marie**

800-847-6141 • www.PeeJays.org

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?

- A) You will receive an email from Pee Jay's **the week of September 16, 2024** to access your Dashboard Page to set up and customize 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.
- B) Choose only the items you are selling and set your own retail price for each item.
- C) 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.
- D) Your website will automatically shut down one day prior to your call in date.
- E) 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.
- F) 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.

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.



Since 1982

www.PeeJays.org

CustomerCare@PeeJays.org • 800-847-6141