

Mastering Fruit Sales

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- ✓ **GET THE WORD OUT AND START ASKING FOR ORDERS RIGHT AWAY.** Go to churches or other large organizations you are involved with. Stand up and make an announcement, hang flyers, or put it in a newsletter. Get the word out!! People, especially older folks, enjoy supporting kids in their fundraising endeavors. So even if they don't buy, you may often get monetary donations or orange donations to the Eastside Soup Kitchen. Also, if possible, OFFER to bring the orders to your church or organization. If you make it more convenient for the customer they may be more willing to support you.

When someone orders; get their money, give them their receipt (pink copy) & a thank you note for their order clearly stating what day they will need to pick up/you will be delivering their fruit. Here's an **example** of one for the delivery of the fruit to the organization/location:

Thank you very much for ordering fruit from the Dow High School Music Program!

Your order of grapefruits or oranges will be delivered to the church on Sunday February 10th.

I, (your name), will have it labeled and ready for you to take home in the fellowship hall.

If you are unable to pick up your order then or will be gone, please let me know and we can make further arrangements, or if you have any other concerns about your order please call me at 989-111-1111

Again, thank you so much for your order! Your receipt is included in the envelope.

(Your name)

- ✓ **ADVERTISE** the ability to donate cases of oranges or to donate money to the organization. Sometimes people don't eat oranges/ grapefruit or they will be out of town, when the fruit is delivered....tell them they can still donate! Also mention that donations are TAX DEDUCTIBLE: people LOVE that.
- ✓ **WALK** to your neighbor's homes, and ask them if they would like to purchase any fruit. It's fast and easy. ALSO definitely hit up the neighbors that YOU KNOW they have little kids, because parents like to feed their kids fruit! For these, it's nice to offer to deliver to their homes. Give them their receipt and a note about your plans to deliver to their home—here is an **example**:

Thank you very much for ordering fruit from the Dow High School Music Program!

*Your order of grapefruits or oranges will be dropped off at your home the weekend of **Saturday, Feb 9 and Sunday, Feb 10.***

Note: *I will be calling you on earlier that week to confirm the preferred date of drop off at your house for fruit*

*If you are going to be gone one of those days, please let me know and we can make further arrangements. Or if you have any other concerns about your order **please call me at 989-111-1111.***

Again, thank you so much for your order! Your receipt is also included in the envelope.

(Your name)

- ✓ **CONTACT EVERYBODY** that you sold to last year, because they WILL most likely buy again. And contact them ASAP so that they don't buy from somebody else and you can make sure the money and receipt exchange is completed before the end of sales.
- ✓ **CONTACT FAMILY MEMBERS** even if they are out of town. Family members, especially grandparents, LOVE to support these types of endeavors. Sometimes they happen to be around/in town when the fruit comes in so it'd be perfect for them to pick up from your house, OR definitely mention the ability to donate oranges to the Eastside soup kitchen. And if they are out of town family members, have them mail checks to you for you to turn in!

- ✓ **Get EXTRA sheets from LAST YEAR'S SENIORS.** There is a binder of graduated seniors' sales lists from the previous year. Usually the people on those lists APPRECIATE when you call them, because otherwise they wouldn't get fruit.
 - Don't be afraid to **CALL** people from the previous sales lists. If no one is available when you call the people that do want fruit will call back! Here is an example of a voicemail message to leave if no one answers:

"Hi this is (your name), calling for the Dow High Music program. We are selling oranges and grapefruit this year and are wondering if you would be interested in purchasing some, again, to support our program. Grapefruit are 20 for \$20 and oranges are 40 for \$18. Half cases are also available in each. Please call me back at 989-111-1111 if you would like to order!"

- **ARRANGE ORDERS WITH TELEPHONE CUSTOMERS VIA MAIL**—and do it early to allow time for processing before the sale deadline! As soon as you contact somebody and they agree to buy fruit: tell them their order's total, whom to make the check to, and give them your full name and address. That way they will mail you your check as soon as they can, and you will be able to mail them back their receipt after you have received their money. Also make sure you include a thank you informational note like this example with the receipt:

Thank you very much for ordering fruit from the Dow High School Music Program!

*Your order of grapefruits or oranges will be available for pick up from the music room at Dow High School on: **Saturday, Feb 9, from 9 AM to 4 PM or Sunday, Feb 10, from 1 to 4 PM***

Enter the Dow High School parking lot via the traffic light at North Saginaw and Perrine Roads and present the pink customer copy of your order form. The students will load your car. (Note: any fruit that has not been claimed by 3 pm Tuesday, Feb. 12, will be donated to local area food pantries.)

*The above is also stated on the bottom of your receipt included in this envelope. If you have any other concerns about your order **please call me at 989-111-1111.***

(Your name)

This basically repeats what's on the bottom of the pink slip, but it's another half sheet of paper that CLEARLY states what they must do to receive their order, and I believe the customers and fruit sale volunteers appreciate it.

- ✓ **ASK YOUR PARENTS** if they have anyone they know to contact who may want to order fruit or who may be willing to support the program with a donation of fruit to Eastside Soup Kitchen OR with a cash donation.
- ✓ **BE ORGANIZED.** With phone orders and face to face orders you will have checks coming in the mail, cash in hand from buyers and the yellow slips of all the customers. The easiest way, when you have many sales, is to make a list such as this example:

<i>Customer Name:</i>	<i>Oranges:</i>	<i>Grapefruit:</i>	<i>Pick Up:</i>	<i>Delivery:</i>	<i>Paid:</i>
<i>Sally Smith</i>	<i>1</i>	<i>0</i>	<i>1</i>	<i>0</i>	<i>Yes</i>

This is something that is super easy to do in an excel spreadsheet, and it keeps your work organized and easy to see in February when you get 50+ cases of fruit and you have to remember who ordered what and who will pick up their orders versus you need to deliver them to. Also make sure to keep your YELLOW copy of the order form to verify orders. AND turn in your COMPLETED WHITE copy order with the correct amount of money attached to your team captains on turn in days.