

2021/22 Dow High Music Boosters Fruit Sale Information

What are we selling?

- **Navel Oranges** for \$30/case (about 40 pieces) or \$15/half case
- **Grapefruit** for \$28/case (about 20 pieces) or \$14/half case
- The fruit is premium quality and delivered to Dow High directly from the orchards

Why are we selling?

- This is the PRIMARY FUNDRAISER for Dow High Band, Orchestra and Choir programs
- Music Directors rely on this sale for many items that fall outside the MPS budget
- HH Dow High School has a strong reputation of music excellence and this sale helps to ensure our current and future musicians have the resources they need to be successful

Student Goal:

- 10 points is the goal, including at least five cases of fruit
- Earn one point for each *case* sold
- Earn one point for each \$10 in donations collected
- Earn one point for each *hour* you volunteer outside of selling

When will fruit orders be accepted?

- December 10, 2021 - January 14, 2022

How do customers order fruit?

- NEW THIS YEAR! Orders/donations will only be accepted ONLINE at ***dowhighfruit.org***

Can a customer give credit or recognize a student seller for their order/donation?

- YES! Customers will be asked during checkout for the first/last name of the student seller who contacted them regarding the fruit sale
- PLEASE let your customers know to enter your name as you are most commonly called in your music class (i.e. if your given name is James but you are called Jim in class, please ask your customer to enter Jim as your first name)
- If your customer misspells your name, it's ok - we will make sure you get credit for the sale

What happens if my customer doesn't have access to the internet or a credit card or prefers to pay with cash?

- Work with your parents/guardians and ask if they can enter the order on behalf of your customer
- Call 989-294-3867 for additional help from the Fruit Sale Chairs

When does the fruit arrive?

- On Thursday, February 3rd, Jack's Fruit Market will deliver the fruit directly to DHS

How is the fruit unloaded?

- Pumford Construction will move the fruit off of the trucks into DHS
- Music students will inspect and package fruit during their music class
- Heat in the classrooms are turned down so remember to dress warmly

How does the fruit get to the customers?

- Customers are required to pick up their fruit order at Dow High School
- Students may offer/agree to deliver a customer's order - ask your customer to add your name to the student delivery section during checkout if you are willing to deliver their order

When do customers/student sellers pick up their orders?

- Thursday, February 3rd from 4- 7 pm
- Friday, February 4th from 4 - 7 pm
- Saturday, February 5th from 9 am - 3 pm

How do customers/student sellers pick up their fruit orders?

- Customers may drive right up to the Dow High music room doors by entering the parking lot at Perrine Rd
- Student and Adult Volunteers load fruit orders directly into the car
- Students who are delivering fruit to their customers may also pick up fruit orders following this process and will receive a printout listing all customer orders

What are some ways I can contact customers to increase my sales?

- Social Media! Follow Dow High Music Boosters on Facebook and Instagram and share on your social media pages
- Email your family and friends - use the sample email provided or write your own
- Call out of town family and ask them to consider making a financial donation
- Print out the full page Fruit Sale Flyer (available at dowhighmusic.org) and post at student's/parent's place of employment, worship, favorite hang out, etc
- Print out 1/4 sheet handout and leave with your neighbors and friends
- Volunteer to make phone calls at the Phone Blitz
- The most important thing you can do is take the initiative to ask someone and be polite

Questions?

Email dhsfruitsale@gmail.com or call 989-294-3867