

# Kensington Woods Citrus Sale Instructions

## 1. How it works

- Take orders Jan 28 – Feb 18. Fruit will be delivered about March 6.
- Use the order forms we had printed for this purpose – get them from Mr. Coupland. Payment is due in advance. Turn in money and completed order forms each day to Mr. Coupland.
- Your profit is about \$10 per half case, \$20 per full case. This money will be placed in an individual student account you can use to pay for Project Term expenses.

## 2. Making a list, checking it twice!

- Ask a parent to help you make a list of adults you can ask. Start with adults you know: parents, teachers, relatives, neighbors, friend's parents, people at church, adults you know through various activities, friends of your parents.
- Ask a parent if they would take a some order forms to work.
- Check off people on your list after you ask them. Set a goal for the number of people you will ask each week.

## 3. Making the sale

- It's better to speak to people in person if possible. Telephone is the second choice.
- Introduce yourself politely and say you are taking orders for premium-quality citrus fruit for a school fundraiser.
  - i. Navel oranges from California, ruby-red grapefruit from Texas.
  - ii. \$24 for ½ case (20 lbs), \$44 for full case (40 lbs) – either oranges or grapefruit.
  - iii. Please pay now (cash or check). Will deliver to you the first week of march.
- Selling points:
  - i. This is premium quality fruit, better than store quality. We custom-order it through a local distributor, Frog Holler in Ann Arbor. It is trucked from the orchards to us in a few days, rather than sitting in cold storage like store-bought fruit.
  - ii. The price is similar to store-bought fruit.
  - iii. It's for a good cause. Briefly explain the activity you are raising money for, if they are interested.

## 4. Taking an order

- Take orders Jan 28 – Feb 18.
- Have your customer write in their name, address, and phone number (home, work, or cell – their choice) on the order form.
- Write the quantity they would like to order of each product.
- Compute the total price. Payment is due at the time of the order. You can take cash or a check made out to KWHS.
- Give the pink copy to the customer, keep the yellow copy yourself. Turn in the white copies and money received each day to Mr. Coupland.

## 5. Delivery

- Delivery to KWHS will be about March 6. Plan on delivering the fruit to your customers the same day if possible.