

KWHS Citrus Sale 2009

Pricing for 2009

½ case oranges or grapefruit	(20 lbs)	\$26
full case oranges or grapefruit	(40 lbs)	\$46

Dates

Take Orders Feb 10 – Feb 26

Fruit Delivery March 13

Your Profit

\$10 per ½ case, \$20 per full case. The money will be placed in your student account and may be applied toward Project Term or other school expenses, including Prom.

Sales Contest

To encourage your best effort, the prizes in this competition will be public humiliation of your favorite teachers. Participating victims to be announced – lean on them!

- 1st place – throw a pie in the face of the teacher of your choice
- 2nd place – through water balloons at the teacher of your choice.
- 3rd place – the teacher of your choice carries your books for a day.

Finding customers

- 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. Be sure to correct or fill in the prices first.
- Check off people on your list after you ask them. Set a goal for the number of people you will ask each week.

Making the Sale

- Talk 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 fund raiser.
 - i. Navel oranges from California, ruby-red grapefruit from Texas.
 - ii. Please pay now (cash or check). Will deliver to you when fruit is shipped here.
- 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.

Taking the Order

- Use the order forms we had printed for this purpose – get them from Mr. Coupland.
- Fill in the prices listed above.
- 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.

Delivery

- The fruit will be delivered to KWHS by truck on a Thursday or Friday. You will pick up the fruit after school and will need to arrange transportation.
- Plan on delivering the fruit to your customers the same day if possible.