

# **YHS MUSIC BOOSTERS CITRUS SALE 2011**

## **Wednesday 10/5 through Tuesday 11/1 (at Midnight)**

**\*\*Money earned from this fundraiser benefits EVERY member of the YHS Bands and Orchestras. Please do your part and sell at least 5 boxes. Your enthusiastic participation will ensure our success! \*\***

The YHS Music Boosters is a student-run club whose purpose is to help promote and provide musical opportunities at YHS. Each year, the YHS Wind Ensemble, Concert Band, Studio Orchestra and Concert Orchestra all participate in regional music festivals. The monies raised from this sale will help students defray the cost of their participation in these musical activities. Part of the proceeds will also benefit the YHS Music Boosters "general fund" which will be used to help cover transportation costs, provide end of year awards and social events, and help purchase other items that benefit the entire program. Students will receive 85% of their profit, with 15% going to the general fund. Our Music Booster treasurers will maintain the individual student accounts.

### **WHY WE CHOSE A CITRUS SALE:**

- Citrus is healthy!
- Citrus is economical!
  - Citrus at a supermarket can cost over \$2.00/lb
  - Through our fundraiser, citrus costs between \$.83 and \$1.15/lb (depending on the carton ordered)
- Citrus will last!
  - If stored in a cool, dry place (like a basement/garage), your citrus will stay fresh for 4-6 weeks.
- Citrus is perfect for the holidays!
  - Families can purchase for their relatives near and far.
  - Companies can purchase for their employees.

### **DATES AND DEADLINES:**

The YHS Music Boosters will be running this sale from Wednesday 10/5 through Tuesday 11/1 (at Midnight). **Your orders MUST be handed in by Wednesday 11/2.** The grove **will not accept late orders.**

### **FRUIT DELIVERY:**

YOU are responsible for delivering each citrus order to your customers!! The citrus will be sent to YHS via truck(s) with a tentative delivery date of **Thursday December 8th**. On Thursday, YOU will be responsible for picking up your entire order and delivering it to your customers over the weekend. Pick-up hours will be TBA. TONS of help and volunteers will be needed all day (7am – 7pm) on Thursday to help unload the trucks and sort our TONS of orders! Please save the date!

### **PUBLICITY SUGGESTIONS:**

The key to helping our fundraiser succeed is by trying your best! In addition to selling to your teachers, friends, neighbors, and relatives, students could:

- Place advertisements in Church/Temple/Community bulletins
- Sell to area businesses—they often purchase fruit to give as holiday gifts for their employees and clients.
- Have parents post signs for the sale at work

### **MINIMUM CARTONS NEEDED TO MEET GOALS (approximate):**

- CB Students: 18 boxes/student to completely pay for your Hershey Trip (Approx. Cost \$125/student)
- WE Students: 47 boxes/student to completely pay for your Festival Trip (Approx. Cost \$500/student)
- Orch Students: 47 boxes/student to completely pay for your Philly Trip (Approx. Cost \$500/student)
- Studio Orch Students: 6 boxes/student to completely pay for Spring Dinner (Approx. Cost \$55/student)

# SALES INFORMATION

<u>PROFIT MARGIN:</u>	<u>Your Selling Price</u>	<u>Your Personal Profit</u>	<u>General Fund Profit</u>
<b>Florida Navel Oranges</b>			
Small Carton (20 lbs)	\$23.00	\$8.79	\$1.56
Large Carton (40 lbs)	\$33.00	\$12.41	\$2.19
<b>Indian River Red Grapefruit</b>			
Small Carton (20 lbs)	\$23.00	\$10.41	\$1.84
Large Carton (40 lbs)	\$33.00	\$13.89	\$2.46
<b>Navel/Grapefruit Mixed</b>			
Small Carton (20 lbs)	\$23.00	\$7.14	\$1.26
Large Carton (40 lbs)	\$33.00	\$10.24	\$1.81
<b>Mail Orders</b>			
10 lb Cartons only	\$35.00	\$5.10	\$.90

## SALES INSTRUCTIONS:

1. Selling Citrus in Person (Delivered to YHS)
  - a. Use TWO order forms!!
    - i. Special orange TEACHERS ONLY order form for Yorktown teachers or staff members.
      1. **Please give EVERY teacher a receipt for their order.**
    - ii. Regular order form for all other sales.
  - b. Please collect payment and contact info as soon as you take an order.
  - c. You can accept cash or check (Please have all checks made out to: **YHS Music Boosters**).
  - d. DONATIONS: Please keep all donations in a separate envelope, with your name on it!
  - e. Keep everything (payments, donations and sales information) in your personal envelope.
  - f. NOTE REGARDING CASH PAYMENTS: Please consider having your parents write one lump sum check for all your customers that paid in cash. This will accounting process easier.
  - g. OR, you could pay for your entire order on-line by credit card by logging into your account.
2. Internet Orders (Delivered to YHS)
  - a. Your customers can visit **www.fruitorder.com** to easily place their order with you!
    - i. Ask them to type in our organization number:
      1. Concert Band **837673**
      2. Wind Ensemble **498649**
      3. Orchestra **473435**
      4. Studio Orchestra **540067**
    - ii. Then, they will select the items they wish to purchase.
    - iii. Finally, during check out, they will select YOUR NAME from the drop down menu.
    - iv. All customers who order via the internet must make their payment on-line.
    - v. Your account will be credited for all internet orders, and you will receive a confirmation e-mail for each sale.
  - b. Internet customers will be monitored by the grove. You will receive a print out of your customer's orders at the end of our sale.
3. Mail Orders (Gift Box delivered directly to recipient's home by December 24<sup>th</sup>).
  - a. Are available **ONLINE ONLY**. Customers will pay online.
  - b. **Only 10 lb boxes are available.** Pricing is higher due to shipping costs.
4. **FINAL STEPS:** assembling your envelope and filling out your cover sheet.
  - a. **Compile all order forms** (Teacher Order Forms and General Order Forms)
  - b. **Compile all handwritten receipts** (Teacher Receipts and other Receipts)
  - c. **Double check all monies collected in your payment envelope**
  - d. **If you received Donations, be sure they are in a separate envelope (labeled with your name)**
  - e. **Carefully fill out all info on cover sheet and include in your payment envelope.**

**DOUBLE CHECK EVERYTHING!! PUT YOUR NAME ON ALL ENVELOPES AND FORMS!!**

## **YHS MUSIC BOOSTERS CITRUS SALE '11 –'12** **STUDENT ON-LINE ACCOUNT INFO**

As a member of the YHS Music Boosters, you may now track your individual, on line fruit sales. When your customer places an order online, you will be credited with the sale.

### **To Access the Online Sales Tools and Reports available to you:**

1. Go to [www.Fruitorder.com](http://www.Fruitorder.com)
2. Click on Member/Student Login (in the upper right hand corner of the page)
3. Enter your ensemble's ID#:
  - Concert Band **837673**
  - Wind Ensemble **498649**
  - Orchestra **473435**
  - Studio Orchestra **540067**
4. Enter your personal 5-digit Member Password: \_\_\_\_\_

### **Take advantage of Sales Tools including:**

- Form-letter E-mails
- Downloadable Citrus Order Forms
- Printable Thank You Notes

**Remember, your ensemble number is how your customer finds you on [www.fruitorder.com](http://www.fruitorder.com)**

**LAST YEAR THE YHS MUSIC DEPT. SOLD OVER  
42,000 pounds and earned a profit of \$17,000!  
**LET'S BEAT OUR RECORD!!!****