



## Lakeside High School Music Department

# Citrus Sale 2019 Instructions



Dear Student/Family,

Welcome to the 2019 Citrus Sale! This is the primary fundraiser for the LHS music department benefitting band, chorus, and orchestra programs. Funds raised provide sectional instruction, instruments, supplies, sheet music, and much more! Keep reading for all the important details.

**WHO PARTICIPATES?** ALL Lakeside music department students.

**SALE DATES:** The sale begins Friday, January 18<sup>th</sup> and ends Monday, February 11<sup>th</sup>.

**NEW THIS YEAR:** We have switched to a new vendor, Pee Jay's Fresh Fruit, and have added strawberries to the traditional product offering of oranges and grapefruit.

**FAIR SHARE SALES:** In order for the program to be the most successful, all students are encouraged to sell at least **\$300** in fruit.

**PRIZES:** Keep reading to get details on the awesome prizes you can earn!

**BUYOUT OPTION:** If a student/family is not able to participate, we offer a buyout option in which the family can make a tax-deductible donation to the music department in the amount of **\$125** and still be counted as selling the fair share. Make a donation with your credit card via Paypal using the account [lakesidebandassociation@gmail.com](mailto:lakesidebandassociation@gmail.com). Checks can be made payable to Lakeside Band Association and placed in the box in the band room or given to the orchestra and chorus directors. ***For credit cards and checks, be sure to indicate your student's full name and music class.***

**DELIVERY DATE:** The delivery date for our sale is Saturday, March 2<sup>nd</sup> at Lakeside. We will need several parents to assist and ALL music department students are expected to help with unloading of the truck and distribution. **All fruit MUST BE PICKED UP from the school AND DELIVERED on this day!** This is fresh fruit and it must be delivered while fresh.

**PROMOTING THE SALE:** The Citrus Committee will put posters up at school and send notices in school emails, but we suggest that families do the following:

- Send emails to all contacts in your address book.
- Post to your social media sites.
- Ask your friends and neighbors.
- Make phone calls (yes, your phone can do more than text!).
- Post at places of employment, churches, etc.
- Print and hand out the mini flyers available to you online.
- Get creative! Let us know what new ideas you have.



**Flip Page→**

## SELLING ONLINE (PREFERRED METHOD)

1. Pee Jay's provides our group with a website for accepting online orders at [www.freshfruitorder.org/LHSMUSIC](http://www.freshfruitorder.org/LHSMUSIC).
2. Customers visit the site and use a credit card to purchase fruit. At the checkout screen, they are asked to select a seller's name so that the student will get credit.
3. Students will receive a list of their orders so they can make deliveries on March 2<sup>nd</sup>. You can also see your orders if you set up a seller account.
4. \*\*\*\*\*NOTE: Shipping is not available so your customers should all be local. While we can't ship fruit to your grandmother in Kalamazoo, she is welcome to make a donation per below.



## SELLING FACE TO FACE

1. Have your customer look at the brochure and ask for their order.
2. Complete the Student Tally Sheet with the customer's information and order quantity.
3. Collect payment in full (cash or check made payable to your parent) or help your customer place an online order.
4. Complete the sales receipt if your customer pays by cash or check. Give them the pink copy.
5. Be sure to say thank you!
6. **VERY IMPORTANT:** The citrus committee is only accepting online orders and therefore will not accept an individual check from your customer. Have your parent use their credit or debit card to place an order online for the customer if they cannot place it themselves.
7. **\*\*\*Note:** If your parent does not have a credit or debit card, you can still accept a face to face order. Just contact the Citrus Sale Committee at [lakesidecitrus@gmail.com](mailto:lakesidecitrus@gmail.com) to ask how.

**CUSTOMER DONATION OPTION:** Customers can make a tax-deductible donation with a credit card via Paypal using the account [lakesidebandassociation@gmail.com](mailto:lakesidebandassociation@gmail.com). Make sure they know to indicate the student's full name and music class so they'll get credit.

## **PRIZES PRIZES PRIZES PRIZES!!**

**Waffle House:** All students who sell their fair share of \$300 in fruit or pay the buyout option will receive a Waffle House coupon book valued at \$20.

**Chick-fil-A:** The Top 50 sellers will receive a card good for a Chick-fil-A meal.

**Target:** All students who sell their fair share of \$300 or pay the buyout option will be entered in a drawing to win a Target gift card valued at \$150.

**COLD. HARD. CASH.** Yes, you read that correctly. The top three sellers will receive **CASH** prizes per the following distribution!!

**1<sup>st</sup> - \$200    2<sup>nd</sup> - \$150    3<sup>rd</sup> - \$100**

**Waffle House**

**Chick-fil-A**

**Target**



**QUESTIONS?** Contact the Citrus Sale Committee at [lakesidecitrus@gmail.com](mailto:lakesidecitrus@gmail.com).

***Thank You and Happy Selling!***