



## **Elevator Pitch**

My name is [name] and I am with [organization]. We are selling 20lb gift box of California Navel Oranges and California Rio Red Grapefruit for [price] each to raise money for [trip, equipment, etc.]. This comes out to \$x.xx a pound which is in the ball park with what you pay at the grocery store. You can't find this size or quality in the stores right now. Should I put you down for 1 box of each?

## **Elevator Pitch When Calling Out-of-Town Family/Friends to Support Local Food Bank.**

Hi [family/friend's name] this is [their name]. My [organization] is raising money for [uniforms, travel, etc.] by selling 20lb gift boxes of California Navel Oranges and California Rio Red Grapefruit for [price]. Because you live so far away I can't deliver the oranges or grapefruit to you unfortunately, but we've partnered with [name of food bank/pantry] here in town and if you purchase a box of oranges or grapefruit we will make sure it gets delivered to [food bank/pantry] and together we can help out some less fortunate people in the community around the holidays, I'm closer to reaching my sales goal, and our [group/team/organization] is able to put the money raised towards [uniforms, travel, etc.]

## **Product Info Every Fundraiser Should Know**

### **Quantity of California Navel Oranges in Gift Box**

Depending on size between 44 to 48 oranges weighing 19 to 21 pounds.

### **Quantity of California Rio Red Grapefruit in Gift Box**

Depending on size between 20-28 grapefruit weighing 19 to 21 pounds.

### **Price Per Pounds**

To calculate price per pounds take the total price and divide by the weight. For example, \$35 divided by 20 lbs (approximate weight) is \$1.75/lb.

### **What is the Price Per Pound Your Competition (Grocery Store) Sell Theirs For?**

### **Delivery Dates**

Make sure kids know when fruit will be delivered so they can communicate with their customers.

### **Payment Options**

Make sure fundraisers know how their customers can pay. Who do checks get made out to? If using text-to-pay, make sure they know how it works.