

PALISADE PEACH FUNDRAISER

# Welcome to the Fundraiser

We are so excited to kick off this year's Palisade Peach Shack Fundraiser with you! Thank you for partnering with us in this endeavor. What you will find in this packet is everything you need to have a successful fundraiser. We're very proud of our Fresh Palisade Peaches, and we know if you can get out there and spread the word, you will have customers asking for these peaches again and again. This is a great summer fundraiser that will be a great tradition for your organization.



# Peach Info

Learn about our famous peaches, our history, and this year's timeline.

Think of the rich fragrance, the intoxicating sweetness which dances across your taste buds, and the two napkins you'll need to wipe all that juice off your chin. Yes, these perfectly blushed, delicate desserts of nature are far superior to any other peach you'll ever experience, and they're only available in the summer.

It's been said that Palisade grows gold on their trees, and we agree - these peaches are something special. You wouldn't think that Colorado would rival any region in the world for the size, quality, or flavor of our favorite fruit, but it does. The combination of rich soil, hot days, and cool nights makes Palisade one of the best peach growing territories on the

planet, and it just so happens our family's farm is located in the sweetest spot. Unlike most of the stunted fruits you'll find in the supermarkets, each peach is allowed to ripen naturally on the tree before it is handpicked in season. We then deliver straight to your organization within the same week, ensuring you only receive the freshest, sweetest, and juiciest peaches available.

For over 18 years, the Sanders family has been providing Colorado and the surrounding areas with the best fruit possible. Using the industries best practices for sustainability, ensuring that the land used today will remain intact for generations to come.

## 2023 Fundraiser Timeline --Please Call at anytime!

**MAY, 1ST**  
**Pre Sales**

- Start selling
- Peach Boxes
- 1/2 Peach Boxes
- Pear Boxes
- 1/2 Pear Boxes

**JULY, 1ST**  
**Delivery Method Form Due**

Please take a photo or scan the delivery method form and preliminary numbers if you have them and email it [palisadepeachfundraiser@gmail.com](mailto:palisadepeachfundraiser@gmail.com)

**July, 20th**  
**Wholesale Order Form Due**

Compile all of your organization's order forms and create a total box order. Email the total order to [palisadepeachfundraiser@gmail.com](mailto:palisadepeachfundraiser@gmail.com)

**MAY, 1ST**  
**Wholesale Price List Available**

A wholesale price list will be available as a reference.

**JULY, 20th - Aug 1st**  
**Delivery Date Confirmation**

If you chose Location Drop Off as your delivery method, an email confirmation of the date and address will be sent.

**AUG, 10TH - SEPT 10th**  
**Order Delivery / Pickup**

# Delivery Method

Please have this form filled out and submitted to palisadepeachfundraiser@gmail.com by July 1st

Choose your delivery method.

Location Drop Off

We will deliver your organization's box order to one location in the United States. Please see the price sheet for fruit cost and delivery information.

If you choose Location Drop Off as your preferred delivery method, we will need to set up a delivery date! Please pick 2-3 dates that would work best for your organization. We will do our best to deliver on one of those dates. Please remember that this is ag and that things may have to change due to weather or any unforeseen problems that farming may bring.

After all the Delivery Method Forms are collected we will contact your organization its official delivery date.

Orchard Pickup

Your organization will pick up its box order at our orchard location.

451 Wine Valley Rd  
Palisade, CO 81526

If you choose Orchard Pickup as your preferred delivery method, we will need to set up a delivery date!

When Picking up from our orchard you will save any and all transportation cost.

After all the Delivery Method Forms are collected we will email your organization its official delivery date.

**Please call us every step of the way!**

# Setting Up Venmo

Venmo is a great resource if your organization would like to collect credit card payments.

We recommend using Venmo over other card transaction services. If you have not used Venmo in the past, don't worry. The app is easy to use and simple to download for both Android and IOS devices. The reason we recommend Venmo is there are no transaction fees for you

or your customer. We have listed a few videos below that will walk you step by step through the setup process. Trust us, you will love using Venmo.

## Venmo Step-by-Step Setup

1

### DOWNLOAD VENMO

go to the app store - search venmo - download

2

### CREATE AN ACCOUNT

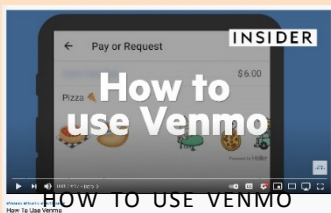
open the venmo app - click "sign up with email" - fill out your information

3

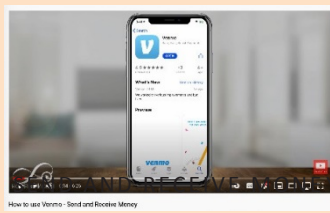
### LINK BANK ACCOUNT

click on the menu - click "transfer balance" - click "transfer to" - add a bank

## Venmo Video Resources



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=O61HMHYWQC8](https://www.youtube.com/watch?v=O61HMHYWQC8)



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ITBQVWFVNB0&T=10S](https://www.youtube.com/watch?v=ITBQVWFVNB0&T=10S)



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=Y\\_MAIXLFP3K](https://www.youtube.com/watch?v=Y_MAIXLFP3K)

# Fundraising Goals

Let's set some fundraising goals! Set both personal and group goals for this year's fundraising season.

What will the proceeds from this event be going toward?

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How much money do you need to raise to reach your goal?

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How will you promote your fundraiser?

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## SET 3 WEEKLY GOALS

Set 3 tasks that can be easily accomplished every week, to help you reach your fundraiser goals.

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# Marketing Tips & Tricks

Learn how to market your organization's fundraiser with these easy tips & tricks.

## 1. Call friends and family

Your friends and family are the most likely to purchase peaches from you. Make sure to call them and let them know why you are trying to raise money, and the impact their support will have on your efforts.

5.

## 2. Post ads in Facebook groups

Facebook groups are a great way to advertise your fundraising event, even if your organization does not have a strong on-line following. Join groups that are local to your area that have a passion for fresh fruit or the community. For example, if you live in the Palisade area we recommend joining "Western Slope Classified Ads," and "Palisade Friends and Neighbors."

## 3. Post on Instagram feed

Posting weekly on your organization's Instagram feed may draw people to your fundraiser. Posting your fundraising goals and progress may create a narrative people will want to follow. Remember to use hashtags that are specific to your posts.

6.

## 4. Post on Instagram / Facebook Story

Posting on your story will also help expand your fundraiser's following. Call out people who have purchased boxes of peaches already. The goal for these posts is to show the impact just one box purchase has on your fundraiser.

## Create a fundraiser video

Create a video explaining your fundraiser in detail. Talk about your fundraising goals and the impact one box purchase can make. Plus, you have the chance to go in depth on how the proceeds will be spent. Keep your video short for more retention.

## Create a TikTok

TikTok is a fun platform. Posting fun upbeat videos is a great way to attract more attention to your fundraising event.

## 7. Run an ad in the local paper

The newspaper may seem like an outdated marketing tool, but many people in your community may not be on social media platforms, but still read the local news paper.

# Order Form

	CASH / CARD	FIRST NAME	LAST NAME	PHONE	PEACH BOXES	PEAR BOXES	TOTAL COST
1	Cash	James	Sanders	970.433.8279	1	1/2	\$63
2	Card	Aaron	Woolsey	806.290.1884	2		\$90
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# Contact Info

If you have any questions or concerns about the fundraiser  
please contact us.

## Aaron Woolsey

FUNDRAISER ORGANIZER & GENERAL MANAGER

Phone: 806.290.1884

Email: [peachshackgm@gmail.com](mailto:peachshackgm@gmail.com)

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## James Sanders

OWNER / FARMER

Phone: 970.433.8279

Email: [jamescurtissanders@hotmail.com](mailto:jamescurtissanders@hotmail.com)

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We would love to visit with you along the way, so please feel  
free to reach out to Aaron or James with any questions or  
concerns throughout your fundraising efforts!