



• FUNDRAISER PROGRAM •

54760 Twp. Rd. 90 | Fresno, Ohio 43824 | 740-545-6002 | PearlValleyCheese.com

FFA Fundraiser Letter 2019

We love FFA and the values that you, the teachers, help instill in all your students. Many of you have been selling Pearl Valley Cheese in your chapter for years, and for some of you this may be your first experience working with us. But either way, we are so glad you're interested in our fundraising program, and we hope it is a huge success for your chapter. Every year we learn a little bit from the year before and try to make a couple tweaks to our program or communications to make it go a little more smoothly. We hope that this letter and attached information will provide much of the information you need to organize and start your cheese sale.

New Order Method – Order by the Case

In an effort to keep price the same as last year, we are now encouraging chapters to place orders by the case. All the cheeses are available in 12 or 32 piece cases, Summer Sausage is available in 12 piece cases. This will help us reduce labor and mis-counts. If you order in full cases, you can receive the same prices as last year per piece. A price sheet is attached to this email to place your orders by the case. We encourage you to round up your orders to the next full case size, hopefully you can find some use for your extra pieces. Please be sure to double check the right side of the order form to make sure the total number of pieces is what you are expecting to receive.

Price Increase for Orders by the Piece and \$50 Flat Delivery Charge

Milk and cheese prices have increased this year and if you choose to place your orders by the individual piece counts, that is fine, but the prices have gone up by \$0.10/piece. As always, you set your own selling prices, so if you decide to increase your prices or not, is completely up to you. We also need to start charging a flat \$50 delivery fee for all fundraiser orders delivered or shipped in Ohio. Of course, you can still come and pick up here our facility as well.

[CLICK HERE FOR OUR CHEESE PICTURES](#)

Order Forms or Photos for Download

We have had some new order forms created with cheese descriptions. If you would like to have us supply these to your members, just let us know how many you need and we will send them to you. Again it's completely your choice as to what forms you use, we only need your totals at the end of the sale. If you like to make your own order forms, here is a link with some updated pictures, feel free to use them if they are helpful to you.

Some Tips for Success

We want to encourage you to do whatever works best for your chapter to make the most money in your fundraiser. Feel free to make this program your own. Here are some ideas that other chapters have done to increase their profits:

- Assemble gift baskets, combine cheese with Signature Beef Products or a few pieces of fruit.
- Sell larger pieces (3 pound pieces to offer your customers a value and you have less pieces to handle). The 3 pound sales sheet is attached with prices.
- Have your students assemble a "Cheese Variety Log" by wrapping 3 or 4 of the small deli rounds in a log shape with bow on top.
- Use some type of volume discount, maybe if you're normally selling them for \$6, offer a 5 for \$25 deal.
- Encourage competition and reward the highest sellers in each class.

Delivery Options with Signature Beef

We plan to work with Signature Beef again this year on deliveries, but we will be charging the \$50 flat fee. Please let us know if you are wanting delivered and the date you would prefer so we can start assembling delivery routes.

When Placing Your Orders, Communication is the Key to Success!

Please let us know as soon as possible, if you are planning to do a cheese fundraiser this year, your dates, and if you are planning to pick up or wanting delivery. Please plan to send us your orders at least 2 weeks prior to the date you need the cheese. We look forward to hearing from you!