



## 2020 APPLE ANNIE FAQs

### What is Apple Annie?

**Apple Annie is the Junior League of Huntsville's signature fundraising event.** Now in its 49<sup>th</sup> year, people can have Honeycrisp and Granny Smith apples delivered to their door. This year Apple Annie Day is October 23<sup>th</sup>, 2020 with residential deliveries on October 17<sup>th</sup> and business deliveries on October 19<sup>th</sup>. Apple Annie sales directly support our mission, including our community programs like Butterfly Project, One on One: Let's Read, and Children First. Proceeds also fund leadership training and development for our members and community grants for local nonprofit partners and agencies.

### What are my obligations?

All Active Members and Provisionals must

- Meet \$200 fundraising quota

### What do I wear for Apple Annie shifts?

Wear red tights and a Junior League of Huntsville t-shirt, or your Apple Annie Jersey!

### When do apple sales end?

October 3<sup>rd</sup>, 2020

### What about COVID-19?

We are taking precautions and planning a safe contactless delivery for our supporters. Our league members will be utilizing additional safety precautions during all preparations and Apple Annie events.

## How do I sell apples?

Ask friends, family, neighbors, co-workers, and even local businesses you frequent if they would like to support the Junior League's programs by buying apples. Bonus points if you share your favorite League experience, why you League, or how you've seen a League program impact the community. Do this in person, by email, phone, Facebook – however you communicate best.

1. Show or send them the Apple Annie Offerings sheet – it is a simple list of what we are selling and prices.
2. If online, include the link to purchase apples. If in person, hand them an Order Form.
3. **MAKE SURE THEY PUT YOUR NAME IN THE "MEMBER CREDIT" SECTION!** (This is how you get your credit for selling apples – do not skip this step!)
4. Ask them to purchase online if using a credit card, to give you the completed order form with check/cash, or to mail the form with check/cash to JUNIOR LEAGUE OF HUNTSVILLE –115 Manning Drive, Suite B101 Huntsville, AL 35801
5. Make sure they fill out the DELIVERY INFORMATION section. If they live out of town or you will be personally delivering their apples, please write that in the SPECIAL INSTRUCTIONS section!
6. Thank them, thank them, thank them!
7. If you personally have the form/payment, PLEASE get it to an Apple Annie committee member ASAP. Any one of us will arrange to meet you quickly – we want to make this process as easy and secure as possible. Email [taylormeiking@gmail.com](mailto:taylormeiking@gmail.com) to connect with a committee member.

## Where are the Order Form and Offering Sheets located?

On Digital Cheetah under the Apple Annie section.

## Can someone just make a donation?

Yes! They can be one of Annie's favorite apples and make a donation of any amount. Please have them write a check and either mail it to:

JUNIOR LEAGUE OF HUNTSVILLE – 115 Manning Drive, Suite B101 Huntsville, AL 35801

or you can hand it to an Apple Annie committee member.

Please contact [taylormeiking@gmail.com](mailto:taylormeiking@gmail.com) with any questions or to learn more.

**Donation Levels are: PECK (\$100+), BUSHEL (\$500+), and ORCHARD (\$1000+)**

**[www.JLHuntsville.com/AppleAnnie](http://www.JLHuntsville.com/AppleAnnie)**