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School and Community Fundraising Goes High Tech: Mobile apps automate fundraising participation

FREE mobile apps make fundraising easier, saving participants time and supercharging results

Vero Beach, FL - July 29, 2021 – The next time a friend or family member asks you to participate in a school or community fundraiser, that plea for help may come in the form of a text or email, with a link to an online ordering website. [Florida Indian River Groves](#), a pioneer in [fresh fruit fundraising](#), has introduced a free, user-friendly mobile app, completely transforming school and community fundraising for coordinators and participants alike.

The easy-to-use app allows fundraising participants to send automated text messages and emails to loved ones in bulk. In less than 5 minutes, the participant can download the app, select contacts already stored on their mobile device, and link to their favorite social media networks. From there, the app takes over, promoting the fundraiser to the participants' contacts until they purchase or the fundraiser is over.

“Over and over again, we hear from fundraising groups that their #1 challenge is lack of participation,” said Jeff Knowles, president of Florida Indian River Groves. “But let’s be clear. It’s not that individuals don’t want to help; it’s just that they’re busy, and they have other priorities, too. Our new app is all about giving fundraising coordinators and participants back what they value most, which is time. In 5 minutes or less, a fundraising group can effortlessly upload hundreds of potential prospects, right from their mobile phones. And the best part? Once they’re done, they never have to come back to the app. The entire sales and marketing process is automated for them, from text messages to emails to social media posts, driving potential supporters to the online ordering website which we provide free of charge.”

Florida Indian River Groves has enabled thousands of [fruit fundraisers](#) across the USA, raising over \$87 million for schools and community groups throughout its 30+ year history. Every year, the company assists numerous schools, churches, athletic leagues and community organizations,

guaranteeing maximum profits with minimal effort through their highly convenient fundraising programs, which deliver the freshest fruit to 48 states in the USA (excluding Alaska and Hawaii) less than 24 hours after the fruit is harvested.

Fruit is provided at wholesale prices to all fundraisers, and even with the fundraising markup, retail prices are typically less than those paid in local grocery stores and produce markets. “I have nothing but great things to say about Florida Indian River Groves. Our fundraiser was extremely profitable, and Florida Indian River Groves was 100% supportive every step of the way!” said a highly satisfied client who partnered with Florida Indian River Groves for a fruit fundraiser.

The company considers providing maximum convenience and superior service to each client a top priority. The free fruit fundraising mobile app is a giant initiative taken by the company to ensure clients’ fruit fundraisers receive unprecedented exposure, producing the financial results they expect.

To learn more about Florida Indian River Groves fresh fruit fundraising and this new high powered mobile app, visit www.FloridaIndianRiverGroves.com.

Contact Details:

Contact Person: Jeffery Knowles

Company Name: Florida Indian River Groves

Telephone: 1-800-468-3168

Country: USA

Email: jeffknowles@floridaindianrivergroves.com

Website: www.FloridaIndianRiverGroves.com

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