



2016 FRUIT SALE REPORT

Rob Starkell
Fruit Sale Co-ordinator
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SUMMARY:

The 2016 Annual Fruit Sale was a success insomuch that a profit was made. However, with total deposits of \$53,295, we fell well short of our target of \$65,000. Net of expenses (\$39,662), the Fruit Sale made \$13,633. This is -\$3,367 short of our budgeted target. This is below the last two years where we made \$15,591 (2015) and \$14,341 (2014).

From an organization perspective, this year's sale went very well. Our administrative officer helped out immensely in providing support and time, we had just the right amount of parent (and student) volunteers for our main three "events" (order tabulation, data entry, and distribution), and all the venues worked perfectly. We are very lucky to have the ACC venue for the distribution.

PLANNING & PREPARATION:

Having had previous experience running the sale and having the documentation from the previous year (Fruit Sale Binder) helped immensely in working through the tasks and successfully completing the sale.

From an organizational point of view, nothing was changed from the previous year.

If I was to run the fruit sale again, I would suggest two major changes:

1 – upgrading from the current ACCESS DB to an Online, cloud-based database

The existing database, while it works, is starting to get buggy (crashes, some reports not working) and it is not designed for the current fruit sale prize calculations. For example, we provide top prizes for each program, but the database just reports out the top 10 sellers overall. Also, with online random number generators it is easier to pick a random seller using the "random.org" website rather than needing to print name slips for each entry.

By having it online, any computer or tablet connected to the internet could access it without needing Microsoft ACCESS installed. There are a number of easily accessible developers online that could build something to our specifications without too much of a cost. Also, our existing website hosting platform has all the tools needed for adding on a database to our website.

2 – Merging the tabulation and data entry events into one

We had plenty of volunteers sign up for the tabulation, and with the existing experience in organizing this event, it runs very smoothly and quickly. The data entry is just really a continuation of the order tabulation, and with the right amount of volunteers, the process could flow seamlessly together. For each envelop that gets opened, after the money and fruit orders are reconciled, the paper orders get handed down the line and entered into the database then filed alphabetically by customer last name. By combining the events, two or three days of work can be completed in one day. We could wait until all the orders are returned by the students before running this combined event as we wouldn't need so much time before submitting the order to DeSimone Farms.

ORDERING & DISTRIBUTION

Door to door selling is key for a successful fruit sale. There are so many people in Brandon that want to support the Fruit sale by purchasing a case or two, but very few actually get kids knocking on their doors. How can this be improved? Is there another way?

Together with the online (website) order process that has now been in place for the last few years, we put an option on the website for paying via eTransfer. While only one eTransfer order was processed, I think there will be a growing need for online payments in the future and developing a full online ordering and payment option would be good in the future.

For advertising, we changed from doing Westman Journal ads for selling to buying two large outdoor banners that can be used each year. We placed these banners up at the corner of Victoria and 18th (Oxford school fence) and Kircaldy / Knowlton dr (Kircaldy school fence). You need to get permission from the School Board office for these in advance.

In terms of the Ordering process, we tried our best to ensure that the data entry process was error-free, but a few errors did happen:

1 – tabulation – during tabulation, volunteers are asked to ensure the order form is 100% filled in correctly, including the number of cases ordered and total \$ amount at the bottom of each order form. It is very important that this is done, because during the data entry steps, once the order is entered, the person is asked to double check the total \$ value and total number of cases on the screen matches the order form. Some forms did not have the totals indicated, or

they may not have been correct. We need to do better to ensure each volunteer fills in missing or incorrect information on the order forms during tabulation.

2 – Data Entry – again, ensuring that the on-screen order matches the order form is critical. We found many orders of Apple chips were missed because it was the last item on the form and close to the totals. Because DeSimone does not ship extra apple chips, we needed to refund money during the distribution once we ran out.

3 – Distribution – it is critical during distribution that as the order gets picked, it is stacked on the table in front of the customer and checked over quickly (using a total box count at minimum) before the customer takes any of the boxes. Also, it seems to work best if only one or two (at most) pick each order, otherwise it gets confusing fast.

Starting about mid-way through the second day of distribution, we started calling all the customers / students who had not yet picked up their orders. This seemed to work well, as all but one order was picked up by the end.

Due to issues with either data entry or orders getting picked, we ran short of navel oranges and grapefruit, so most the extra cash sales had to be refunded back to customers who could not have their orders filled on the last day of distribution.

PRIZES:

The students seemed to be happy with the cash prizes and the iPads again this year. VM had a tie for the 2nd place Top Seller, so we needed two \$50 cash prizes. The random draws were changed a bit for the high schools, since the student spread across grades was skewed to the lower grades: 2 grade 9 draws and 2 draws for 10-12 grades was better than one per grade.

The format seemed to work well, however maybe something new could be introduced next year:

- some students and parents thought that the fruit sales went to their individual travel accounts – would this incentivise the kids to sell more if it were true?
- Even with the potential to win a cash prize, many kids did not sell or did not sell much
- A new top seller prize like a goPro or other trendy gadget may work better
- Top prize for some of the programs went to kids that sold less than half of what other program top sellers sold. Maybe prizes should just be based on sales (% of sales made?)

CONCLUSION:

In addition to the suggestions for change above, a few suggestions that I would have for next year include.

1. Try not to run other band fundraisers at the same time, and find a better way to incentivise the students.
2. Be sure stock counts get done at the beginning and end of each distribution day to ensure it matches the database.
3. (from year prior too) BlackSun only allows 200 e-mails per day. It makes it hard to send out emails to all the customers and students. I used the Signup genius tool to send the emails, as it had no limit, but it is not intended for that use.
4. Raise the profit per box of fruit sold from \$5 to \$6 – a lot of work and effort goes into selling and distributing each box of Fruit.

As with Myrna's report from the prior year, while some days it seems there is no end to the amount of work needed to get through the fruit sales tasks with the help of the Administrative office and all the volunteers these tasks do get done quite efficiently and effectively.

The annual BSIMA fruit sale is a very well regarded school fundraiser throughout Brandon. We have huge potential to reach our goals if all the students can be engaged and incentivised to sell.

With continued heeding lessons learned from prior years, and some investment in a new database and reports, we could very easily exceed our goal of \$65,000 in sales for this coming year.

With Kind regards,

Rob Starkell
Fruit sale Coordinator, 2016

BSIMA - Fruit Sale 2016/17 - Financial Report

	2015/16				2016/17			
	Budget	% Sales	Actual	% Sales	Budget	% Sales	Actual	% Sales
Sales	65,000		58,396		65,000		53,295	
Less:								
COGS (Fruit)	45,000	69%	40,320	69%	45,000	69%	37,263	70%
Net Revenue:	20,000		18,076		20,000		16,033	
Instructions	200		174				80	
Forms/Envelopes								
Total Sales Kits	200	0%	174	0%	225	0%	80	0%
Westman Journal	450		441				131	
StarFM/CKLQ	150		-				203	
Total Advertising	600	1%	441	1%	500	1%	335	1%
Raffles			1,170				270	
Top Seller							950	
iPad			701				698	
Pizza Party								
Total Prizes	2,000	3%	1,871	3%	2,000	3%	1,918	4%
Insurance								
Transportation								
Distribution								
Licensing								
Misc (Refresh., Paper)							67	
Total Other	200	0%	-	0%	275	0%	67	0%
Total Costs	48,000	74%	42,806	73%	48,000	74%	39,662	74%
Gross Profit	17,000	26%	15,590	27%	17,000	26%	13,633	26%
Less:								
Fruit Sale Co-ord role	5,000	8%	5,000	9%	5,000	8%	5,000	9%
Net profit	12,000	18%	10,590	18%	12,000	18%	8,633	16%

Notes:

Desimone did not raise cost of fruit prices this year

Banners for advertising

extra \$50 for VM runner up prize

Ink for printer and pizza for order tabulation day