



Fundraising with Rancho Vignola New Crop Nuts and Dried Fruit

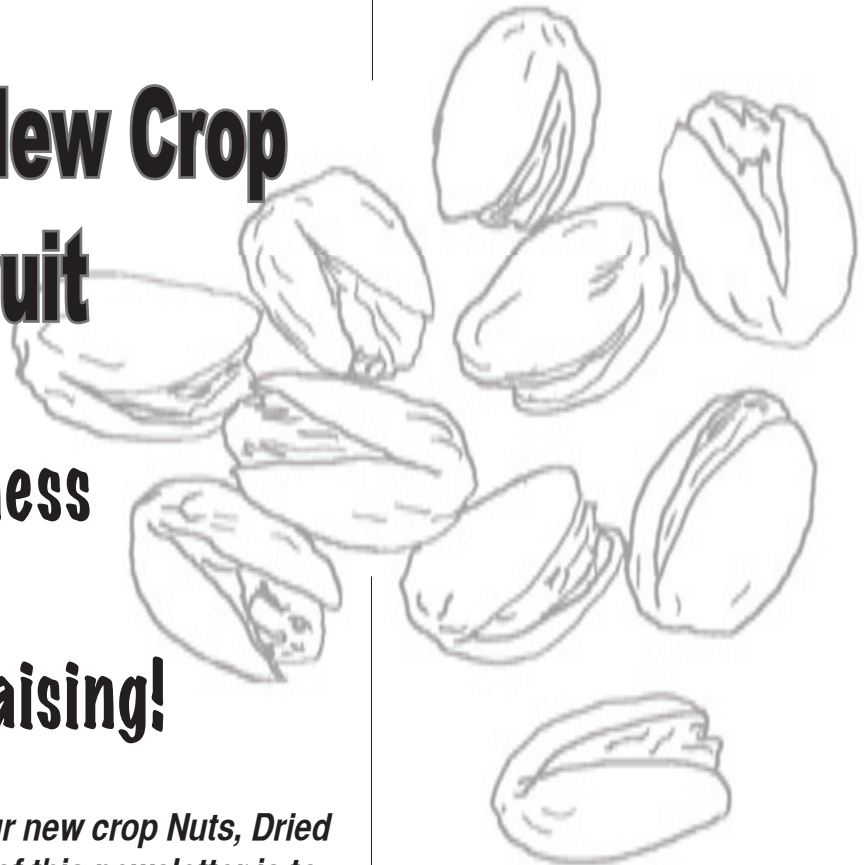
**Wholesome Goodness
+ Healthy Profits
= Successful Fundraising!**

Thank you for your enquiry regarding our new crop Nuts, Dried Fruit and Fine Confection. The purpose of this newsletter is to give you ideas about fundraising and tell you how some of our customers have conducted successful fundraising campaigns using our products.

First of all, our business operates once a year only, importing the best of the new crop nuts and dried fruit from California and around the world into our British Columbia warehouse, where all orders are processed and shipped out. We publish a wholesale price list every year in early September which lists all products in full case amounts and in 'split cases' of 5lb bags. Wholesale prices for full cases are the same as those a retail grocery or health food store would pay, which means there's lots of room to mark up prices for re-sale to generate fundraising income. The wholesale price list always has a firm order that falls at the end of September.

*New Crop Nuts,
Dried Fruit & Fine
Confection*

*From the Farm
to your Community*



Box 397
Armstrong BC Canada
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Toll-free Message Center
1-877-639-2767

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**Make up to 70%
profit margin!**

Fundraising groups usually purchase our products in full cases, then offer their members smaller packages on a customized retail price list / order form at marked-up prices (see enclosed sample fundraising price list). The difference in price between the wholesale price per lb and the retail package price per lb is the mark-up, usually around 45-70%, which are standard fundraising mark-ups. Depending on the package size, these mark-ups represent the profit your group can generate.

NOTE: Purchasing in full cases means that your group's orders must be packaged down by the group's volunteers (see page 4: Packaging your group's order).

**Customized
Order Form**

As mentioned above, the retail price list you send out to your members can be customized by narrowing the product selection down to popular, top-selling items, and offering them in packages of 1lb, 2lb, 5lb etc. We can produce a customized price list for you, listing only the items you wish to sell, or we can provide a list of our best selling products which can be tailored to suit your group's requirements. If you would like to see our full range of products, we will gladly provide a copy of last year's wholesale price list upon request (note that prices vary slightly from year to year).

If you decide to go ahead with a fundraising campaign for this fall, the sooner you decide on a final selection of products and get it to us the better, as we need to start preparing your customized price list before we get too busy with the wholesale ordering season in September.

**Gear up for a
successful campaign**

If you can get the order form / price list out to your group's members promptly in September, you will have roughly two weeks for your campaign. This doesn't sound like very long but it can be advantageous to have a focused campaign with a firm deadline, as people will give it their prompt attention and not just put it on top of the fridge and forget about it!

To further enhance the success of your campaign, it's a good idea to have your fundraising committee volunteers call or email your group's members individually at the beginning of the campaign to make sure that:

- (a) they received the order form**
- (b) they understand the ordering process**
- (c) they are aware of the firm order deadline**

If you have adequate time and volunteers, another reminder a day or two before the deadline is a good idea!

Some school Parent Advisory Committees send out an informative letter describing the Fall campaign before summer break so that when school starts again in September parents have been pre-warned and are ready and eager to order!

Deadlines, delivery and other details

Packaging your group's orders

Distribution / Sale day

Payment

A Fundraiser that keeps growing!

Coordinators will establish the group's own ordering deadline and a delivery, pick-up or sale day (see next paragraph) and include this information on the order form. The group's order deadline should be at least two days earlier than ours so that you have time to consolidate all your orders into one wholesale order and then call, email or fax it in to us. Order delivery occurs mid to late November, and you will be advised as to delivery details before your order is shipped.

Once your order is received you will need to have a location for your volunteers to split cases and bag everything into smaller packages for individual orders. Rancho Vignola offers bags and twist ties for purchase; you will also need to rent a scale or two, and have a couple of scoops and 'dumping bins' available (large plastic containers to empty your full cases into – e.g. a Rubbermaid container with a flat bottom – for easier packaging). Ideally your packaging area would be a large, clean room with lots of counter space, power outlets and access to water (it could be somebody's kitchen!). If you are a fundraising group selling to your own members, you are not bound by any "Food Safe" regulations – however when packaging it's important to be scrupulously clean and to ensure everyone's hair is covered. Packaging is not a hard job and your volunteers will probably have a lot of fun doing it! We can give you more details about packaging upon request.

In addition to conducting a fundraising campaign to collect advance orders, some groups also set up a 'mini Sale' on delivery day. This means they order extras of particular products and have them available for sale on the day everyone comes to pick up their orders. Most groups find it quite easy to sell off extras. In any case, when you tally up all your orders, you will want to try to round them up so that you can purchase mostly full cases rather than the more expensive 5lb bag size we offer, as obviously you will make more of a profit.

You could either request advance payment, to be handed in along with the order form at the deadline, or you can have people pay when they pick up. Pre-payment is probably the safest method, but requires a little more organizing at the outset of the campaign. Your payment to us is expected before your order can be shipped (for your first wholesale order only), so this may necessitate pre-payment from your members.

We would advise that running your annual campaign in a mostly 'pre-sold' fashion is the safest way to begin, at least for the first year. You can still try bringing in a case or two extra of very popular items such as raisins or almonds to sell off on distribution day, but it's important that you are not left with too much product after your campaign is over as this will tie up your profit. We hope we have given you enough information to conduct your fundraising campaign but please contact us if you have further questions.

Time Lines For Rancho Vignola Fundraising Campaign

Please note that since our time lines are fairly short to produce price lists and order forms in printable PDF format, it is beneficial if your group has a computer with internet access and a printer.

August 15

Deadline for selection of products for your customized price list. Please note: because new crop prices are not established until early September, prices for your selected products will be adjusted on your final customized price list.

September 8 - 10

The 'new crop' wholesale price list is available via email or as a printable PDF file. Your customized price list with final price adjustments should also be ready to email (or fax) to you around this time.

September 10 - 12

Now you have received your customized price list / order form, photocopies can be made and immediately distributed to your members.

September 24 - 25

Deadline by which all your members should have their orders in. You will need a day or so to compile these orders and finalize your total quantities, rounding up your totals to make up full cases wherever possible. Now you are ready to submit your wholesale order to Rancho Vignola.

September 26 - 30

Rancho Vignola's wholesale order deadline always falls on a date between September 26th and 30th, depending on the day of the week. Please be aware this is a firm deadline - Any orders received past the deadline are entered as a 'late order' and cannot be guaranteed delivery. Don't forget to order enough bags and twist ties!

November 15 - 30

Depending on your location you can expect to receive your order between these dates. We can give you a firmer delivery date closer to the time.

Once your order is received you can gather your volunteers together for 'bagging day' to package the full cases into the sizes you have pre-sold. Make sure you have scales, scoops and a clean space for efficiency and hygiene.

After packaging you are ready for your distribution or sale day, when customers come to pick up their orders and perhaps buy those extra items you may have available! Pre-determined by you, this day ideally would be advertised on your price list / order form.



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Fundraising with Rancho Vignola's top quality products ensures a successful campaign which will rapidly grow through word-of-mouth customer satisfaction and in profits for your organization.

We look forward to being of service to you with this year's 'Best of the New Crop' Nuts and Dried Fruit!