

Thank you all for taking time to fill out the TSA Poinsettia Fundraiser Survey!! We received 177 responses. The answers were very positive and constructive.

Please know that this feedback is valued and I am always looking for opportunities to improve the process and to make sure this is a worthwhile fundraiser for the TSA families.

If anyone wants to provide further input into the process, or has additional ideas on improvement, feel free to send me an email. (meli_s@yahoo.com)

Here is the feedback provided on the survey, with my responses (in GREEN) to address any questions and suggestions.

Question 1:

Have you participated in the annual TSA poinsettia fundraiser?

Yes	79	44.6%
No	98	55.4%

If yes, are you planning on participating again this year?

Yes	55	69.6%
No	24	30.4%

Question 2:

What do you like about this fundraiser?

- Seasonal aspect of the product, people are already buying, makes nice gifts (25 responses)
- Quality of the product (22 responses)
- Benefits, money going directly to players who put forth the work, direct credit to account (17 responses)
- Easy, simple, kids can do it on their own (14 responses)
- Supporting local business (3 responses)
- Optional, if one doesn't participate, it doesn't impact others (2 responses)
- Nothing (6 responses)
- WE LOVE IT! 😊 (1 response)

I am very pleased that the majority love this fundraiser. It is a wonderful opportunity to allow our TSA families a chance to sell a product that they may normally purchase

anyway at this time of year, and make some money to alleviate the coaching fees. We have many families, all in very different financial situations. For some, providing an opportunity to raise money to alleviate coaching fees is something they depend on. For others, it is easier to continue to pay the fees and not have to worry about selling to raise money.

For those teams that travel a lot, and play in multiple tournaments, the costs really add up quickly! There are other team-type fundraising opportunities to also supplement the money coming into the accounts. But this one can be done on the families' own time and what they put in, they will get in return. We are always trying to make sure that the families' time spent during the fundraising process is as little as possible.

Question 3:

Would you change anything?

- Cost of plants, increase the profit for participants (18 Responses)
- No (15 Responses)
- Pick up process (9 Responses)
- Online ordering (3 Responses)
- Not participating any more (2 Responses)
- Find other opportunities/different fundraiser (2 Responses)
- Accepting credit cards for payment (1 Response)
- Deadline too close to holiday (1 Response)
- Better prices for bulk purchases (1 Response)
- Make it clear that product may change due to availability (1 Response)
- Would prefer to cut TSA a check for expected profit (1 Response)
- Comment: There was a year that the amounts players earned for Poinsettias that they sold was changed after the fact (lowered) and I believe this caused some upset amongst players/parents. Rules/guidelines should be clear from the start.

Lots here to respond to!

Cost of plants & profit margin: IT is true that Green Things has increased their pricing for the plants over the years. Last year (2015) was a significant mark-up from the previous year. I worked hard to negotiate with them to reduce their pricing, and even looked into other distributors. They were able to bring it down by quite a bit. They are aware of the competition from Sams and Costco. And I also let them know that this is a seasonal plant and most people don't want to pay the steep increase for a higher quality product, since most will be thrown away. At the end of the day, they are a business and they do need to make a small profit for themselves.

The amount that the TSA participants make is a delicate balance. We could increase the profit margin, but that means increasing our selling price. We feel that the existing profit margin (\$4.00 - \$6.00 per plant, depending on size) is fair. For the 6 inch plants, the profit margin was as high as 45%, which is pretty good. Especially since those are our most popular plants. The players keep 90% of the profits, while TSA only takes 10%. The work by those helping to coordinate is strictly voluntary and they do not receive any compensation.

Pick up process: This is my favorite topic. I have coordinated the fundraiser for only 2 years, so my experience is limited to that. Before I came onboard (2013), there was only one day for pick up, and that was at Brandi Fenton. We have made improvements to make pick-up more flexible and streamlined. We know that we have more opportunities for improvement.

The pick-up has been spread out to 2 days, and is now at the nursery. This helps us in terms of not having the responsibility of separating the delivery from Green Things into the team orders, and having Green Things address any customer issues directly. Having 1500 plants delivered to Brandi Fenton put a lot of work on myself and the team coordinators. That issue has been eliminated.

There are still some dependencies on the team coordinators, and since not all are able to make the pick-up, I am trying to come up with ways to make it organized without requiring the coordinator. I am formulating ideas with Green Things and we will be trying some new pick-up methods in hopes that it will make things easier for our families. Please know that we do want to make it a very positive experience.

Online Ordering: I would love to have an online ordering system! It would make things easier for me too! I have not looked into options for this and I don't know if it's possible. Being a non-profit organization, TSA is still very 'manual'. This is something that I will research. We probably would still need the manual process for those who collect checks and cash from their customers.

Not participating any more: Not sure if this is because of no interest or because of the issues expressed, but as long as the fundraiser exists, the option is always available to 'come back' and participate!

Find other opportunities or a different fundraiser: There are many other team fundraisers that TSA is part of every year. If there is another individual fundraiser that is worthwhile and would provide the monetary benefits to the families, we are always open to suggestions! Always!

Accepting credit cards: Done 😊 As of last year, 2015, credit cards were accepted for purchases

Deadline too close to holiday: This is another delicate balance. Most people start decorating right after Thanksgiving. Therefore, we need the orders prior, to give Green Things enough time to prepare the orders for the Thanksgiving weekend pick up (and

account for their holiday closure). I tried to move out collection so that it is not the Monday before Thanksgiving, but most people complained that they wanted more time to sell and collect money. If you know you are going to be out of town, or busy on that day, we can always arrange an earlier collection of order for individual families.

Better prices for bulk purchases: We are able to negotiate pricing from Green Things due to the success of the fundraiser from the last 2 years and the amount of plants we sell. Their pricing is set per plant, so to give our customers a deeper discount for bulk purchases, that would not only complicate the collection of money, but it would have to cut into the profit margin.

Make it clear product may change: Unfortunately, during my first year doing this, Green Things ran out of one of the novelty colors. I got the call the day before. So I know this does happen. Green Things worked hard to make sure that the customers were able to get a comparable substitution, but I realize that we need to deliver to our end customer and they may be disappointed. While we try hard to plan ahead and Green Things will always work to make things 'right', we do need to add that to our communications. Thank for the suggestion!

Would prefer to cut TSA a check: TSA does not have a goal amount for this fundraiser. This is done primarily to benefit the individual families, not the club. This is a completely optional fundraiser and the teams are not given a minimal amount by TSA that they need to raise. That is what makes this fundraiser so great – no pressure! And if there was a donation check from the family, the amount would just go back to their account.

There was a year that the amounts players earned for Poinsettias that they sold was changed: I could understand how this would be extremely frustrating and upsetting! In the last 2 years, the information has been published and not changed after the fact. This is not a good practice, and unless there were extremely extenuating circumstances, this will not happen.

Question 4:

Were you satisfied with the product last year?

- Yes (28 Responses)
- No (11 Responses)
- Ok, So-so (4 Responses)
- Did not participate (3 Responses)
- Other: No Foil

I agree that there was inconsistency in the quality of the plants. I have brought this up with Green Things and they are going to have better quality control. I can say that the individuals who were unsatisfied with their plants at pick-up were able to resolve the

issues with Green Things. They were very eager to make things right with TSA families. We are working to make sure that quality is not an issue this year.

As for the no foil, last year Green Things charged us extra for their foil. I am trying to negotiate this in our pricing structure. If we cannot bring down the price enough, we can make this an optional addition on the order form, since some do not care about the foil as much.

Question 5:

Why haven't you previously participated in the TSA poinsettia fundraiser?

- New to TSA (45 Responses)
- No interest or time for fundraising process or can't get people to buy (16 Responses)
- Didn't know about it (8 Responses)
- In the recreational program, team didn't participate (2 Responses)
- Participate in the same fundraiser through another organization (2 Responses)
- Don't want to deliver or can't (medical issue) (2 Responses)
- Can buy cheaper at another place (2 Responses)
- Poinsettias are poisonous to pets (1 Response)
- Live outside of Tucson, difficult (1 Response)
- Not sure (3 Responses)

This is a fundraiser to benefit the players and is completely optional. 90% of the profits go directly to the families that participate, the other 10% goes to TSA. The beauty of this fundraiser is that the entire team does not need to participate, only those who want to benefit from it. Everyone is in a different financial situation. For some, time is more valuable. For others, the monetary benefits are extremely valuable. It is up to each family to determine if this is an opportunity that would be beneficial by reducing coaching fees. With social media and other modes of communication, the selling process can be simple. The delivery might take up a bit more time. For those out of town, pick up at the nursery during times that one is in town can be arranged. The process is simple, we are flexible and we strive to make it as easy as possible to our families.

The forms and information are sent to the team managers. It is also posted on the TSA website www.tucsonsoceracademy.com

The fundraiser is planned for this year and the information will be sent out once I get the final details on pricing and pick-up from Green things. If you do not receive the information, ask your team manager first. If you do not hear back, you can always contact me, Melissa Bracamonte at melissab@yahoo.com for more information.

Thank you again for your participation!