

**Pennsylvania Dutch Council, BSA**

# **2021 Spring Product Sale**



## **Unit Guidebook**



**Prepared. For Life.™**

# 2021 Right Response First Aid Kits

## **HOW THE FIRST AID KIT SALE WORKS:**

- The First Aid Kit sale is a Risk-Free Unit sales fundraiser designed to help youth and Units fund their way to 2021 Camp programs or other outdoor activities as the Unit designates.
- The kits are priced from \$15 – \$120. There is a kit for everyone – homeowners, sports enthusiasts, pet owners, large families, and businesses! The kits make great Mother's Day, Father's Day, graduation, and any time of the year gifts. They are also great to have in sports bags, backpacks, cars, purses, etc. Kits are also non-perishable and can be gifted or delivered to family and friends at a later time.
- The participating unit will keep 30% commission on the total sales!
- Commissions from the sales are encouraged to be applied toward directly sending youth to Summer Camp programs, but they may be used by the unit committee to support the unit's camping and activities programs.

## **Team Player Status Reminder:**

Units must participate in the Council's Spring Product Sale to retain Team Player status for discounts on District and Council events. Units do not need to meet a minimum sales requirement; however, units need to sign up for the sale and promote to their respective members and families. If you have any questions, please contact your District Executive.

## **2021 First Aid Kit Fundraiser Timeline:**

<b><i>February 2021</i></b>	First Aid Kit Fundraiser promotion at Roundtables
<b><i>February 22- March 5</i></b>	Units sign-up for the sale: <a href="https://www.emailmeform.com/builder/form/uzl3WvtMIOjS">https://www.emailmeform.com/builder/form/uzl3WvtMIOjS</a>
<b><i>Weeks of March 2<sup>nd</sup> &amp; 8<sup>th</sup></i></b>	Kickoff presentation at District Roundtables Pickup/Distribution of sales brochures (exact date TBD)
<b><i>March 15</i></b>	First Aid Kit Spring Sale Begins
<b><i>April 16</i></b>	Sale Ends
<b><i>April 23</i></b>	Deadline for submitting payments to the Council Office. (Units keep commissions and submit difference to the Council.)
<b><i>Week of May 10<sup>th</sup></i></b>	Pick-up/distribution of orders at the Council Office

## **2021 First Aid Kits At-A-Glance:**

- 9 Different first aid kits ranging in price from \$15 - \$120
- 4 Kits: Auto, Outdoor, Sport, Pet -\$15 each
- Other kits offered:
  - Home -\$30
  - First Aid for Life - \$30
  - First Aid Survival Kit - \$120
  - Workplace Kit - \$50
  - Scout Kit - \$18
- All kits are non-perishable and make great gifts! 😊

## **How to implement a sales goal for your Unit:**

1. Determine NOW the Camp programs your youth plan to participate in for 2021
2. Set a per youth sales goal (number of first aid kits he/she should sell)
3. Set an overall unit sales goal
4. Communicate unit needs clearly with each youth and parent
  - a. Explain how the sale teaches youth the value of earning what they want
  - b. Explain exactly where the unit plans to allocate the revenue generated from the sales (i.e. Individual youth Camp fees, Camping equipment, outdoor activity costs, etc.)
5. Communicate the Spring Product Sale calendar clearly with all youth and parents
  - a. Have a Kickoff for your unit
  - b. Have a Turn-In date for money

## **Methods and Techniques to Increase sales for your Unit:**

1. **Have a kickoff** – as with any fundraiser if the parents and youth are not excited you will not be as successful as you could be. Schedule the kickoff as close to the beginning of the sale as possible.
  - a. Emphasize what the Scouts will receive, the percentage of commission
  - b. Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the “per-Scout goal” is. How many kits/total sales needed to attend camp free. (*They will be much more interested when they know this information.*)
  - c. Get Scouts and families excited!
2. **Offer suggestions how Scouts can safely sell first aid kits:**
  - a. Phone Calls
  - b. Email
  - c. Create a one-page flyer with ordering instructions and place on doors or mailboxes to maintain social distancing
  - d. Social Media
    - People have had to get creative during COVID while fundraising – Facebook, Instagram, etc.

- Google Forms - If there is a “techie” person in your unit, maybe they can help Scouts set up a form. Once a Google form is created, it can be shared through social media.
- See an example of a google form here: <http://padutchbsa.org/wp-content/uploads/2021/02/2021-First-Aid-Kit-Sample-Google-Order-Form.pdf> and listed in the resources at the end. The sample will give you an idea of what can be done using Google Forms, it is not meant to be a template for everyone.
- Offer to teach parents to use Venmo, PayPal for taking payments.

### 3. Safety concerns

- a. Whichever method you use, always remember to follow BSA safety guidelines.
- b. Always sell with a family member or designated guardian
- c. Never enter anyone’s home
- d. Never sell after dark unless you are with an adult
- e. Don’t carry large amounts of cash on you

### 4. Courtesy Points

- a. Always wear your uniform... properly
- b. Always walk on the sidewalk and driveway
- c. Always smile and introduce yourself, no last name
- d. Always tell your customers why you are selling First Aid Kits!
  1. Raising funds for Scout Camp or other Scouting Adventures,
  2. Especially during these uncertain times,  
it’s great to **Be Prepared... Like a Scout!**
- e. Always say thank you!
- f. Count change in front of the customer or confirm total on check
- g. Collect money at time of order
- h. Unit should decide how Scouts should submit their order with payments, i.e. – one check written to the unit for their complete order.

### 5. Uniform requirements

- a. The First Aid Kit sale is a Council sanctioned unit money earning project. As such, the Scout uniform should be worn. Be sure that the uniform is tidy and the Scout’s appearance is neat, hair trimmed, hands and face washed. **A Scout is Clean.**

## **Sample Story pitch and Customer identification:**

Hi, my name is (First Name Only) and I’m a Cub/Scout with Pack/Troop # \_\_\_\_.

I’m trying to earn my way to (go to camp/pay for my Scout activities, etc.)

I am selling first aid kits so everyone can Be Prepared at home/work for emergencies. May I count on your support?

**\*\*More effective than asking, “Want to buy a First Aid Kit?” ... don’t you think?**

***One thing to remember is that you are selling Scouting and our motto is to BE PREPARED!***

## **Council Champion Team:**

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## **Resources:**

- **Council Website:** [www.padutchbsa.org](http://www.padutchbsa.org)
  - >Fundraising > Spring 2021 Product Sale
- **Forms:**
  - **2021 Spring Product Sale Unit Sign-Up Form:**  
<https://www.emailmeform.com/builder/form/uzl3WvtMI0jS>
  - **First Aid Kit Tracking Spreadsheet & Unit Order Submission Form/Receipt (xls):**  
<http://padutchbsa.org/wp-content/uploads/2021/02/2021-First-Aid-Kit-Sale-Scout-Tracker-for-Units.xlsx>
  - **Parent First Aid Kit Sale Information (PDF):** <http://padutchbsa.org/wp-content/uploads/2021/02/2021-Parent-First-Aid-Kit-Sale-information-sheet.pdf>
  - **2021 First Aid Kit Sample Fundraiser Letter (pdf & doc)**
    - <http://padutchbsa.org/wp-content/uploads/2021/02/2021-First-Aid-Kit-Sample-fundraiser-letter.pdf>
    - <http://padutchbsa.org/wp-content/uploads/2021/02/2021-First-Aid-Kit-Sample-fundraiser-letter.docx>
  - **Unit Order Submission Form/Receipt (PDF):** <http://padutchbsa.org/wp-content/uploads/2021/02/2021-Spring-Sale-Unit-Order-Submission-Form-Receipt.pdf>
  - **Right Response Sales Brochure (PDF):** <http://padutchbsa.org/wp-content/uploads/2021/02/October-1-2019-Brochure-Inside-Compressed.pdf>
  - **Sample Google Docs First Aid Kit Sales Form for sales through social media (PDF):** <http://padutchbsa.org/wp-content/uploads/2021/02/2021-First-Aid-Kit-Sample-Google-Order-Form.pdf>

