

Pennsylvania Dutch Council, BSA

2022 Spring Product Sale



Unit Guidebook



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2022 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 2022 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 Father's Day, first car, 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.

2022 First Aid Kit Fundraiser Timeline:

February 2022	First Aid Kit Fundraiser promotion at Roundtables
Now - February 21st	Units sign-up for the sale: CLICK HERE .
Beginning Friday, February 18th	Pickup/Distribution of sales brochure
Tuesday, February 22nd	Info Session/Training for Unit Champions, 7pm via Zoom
February 28th	First Aid Kit Spring Sale Begins
March 25th	Sale Ends
April 1st	Deadline for submitting payments. (Units keep commissions and submit difference to the Council.)
2nd Week of May (approx.)	Pick-up/distribution of orders at the Council Office

2022 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 2022
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 that was used in 2021: <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 of this document. 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. 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:

• Iron Forge	Nicole Welch	nicole.welch@scouting.org	717-553-4202
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• Staff Advisor	Zena Korba	zena.korba@scouting.org	717-572-1260
• Council Admin	Myrna Walker	myrna.walker@scouting.org	717-553-4201

Resources:

- **Council Website:** www.padutchbsa.org
 - >Fundraising > Spring 2022 Product Sale
- **Forms available online:**
 - **2022 Spring Product Sale Unit Sign-Up/Registration Form**
 - **2022 First Aid Kit Unit Sales Tracking Spreadsheet & Unit Order Submission Form (xls)**
 - **2022 Parents' First Aid Kit Sale Information (PDF)** – info your Scout may not have remembered to tell you
 - **2022 First Aid Kit Sample Fundraiser Letter (pdf & doc)**
 - **2022 Unit Order Submission Form/Receipt (PDF)**
 - If you do not use the tracking spreadsheet (above), this is the form you would manually fill out with your unit's total order
 - **Right Response Sales Brochure (PDF)**
 - **Sample Google Docs First Aid Kit Sales Form for sales through social media (PDF)**

