

**Pennsylvania Dutch Council, BSA**

# **2023 Spring Product Sale Unit Guidebook**



BOY SCOUTS OF AMERICA®  
PENNSYLVANIA DUTCH COUNCIL

# 2023 Spring Sale – Spring Planting Bulbs

## How The Sale Works:

- The Spring Sale is a Risk-Free Unit sales fundraiser designed to help Scouts and Units fund their way to 2023 Camp programs or other outdoor activities as the Unit designates.
- Dutch Mill Bulbs offers 18 different bulbs. Each package of bulbs is priced at \$13.00. Know someone who loves to garden or a new homeowner? Bulbs make **great gifts!** Upcoming “holidays” – Mother’s Day & Father’s Day. Bulbs can also be ordered by family and friends online and will be shipped directly to them. Just make sure you give clear instructions to your Scouts to make sure they get credit for the sale!
- Each participating unit will keep 25% commission on the total sales!
- Commissions from the sales are encouraged to be applied directly toward sending youth to Summer Camp programs, but they may be used by the unit committee to support the unit’s camping and activities programs.
- Commissions from online sales will be applied to each Unit’s Scout Shop Account.

## 2023 Spring Sale Fundraiser Timeline:

<b>January 2023</b>	Spring Sale Fundraiser promotion at Roundtables
<b>Now – January 13<sup>th</sup></b>	Units sign-up for the sale: <a href="#">HERE</a>
<b>Beginning Friday, January 13<sup>th</sup></b>	Pickup/Distribution of sales brochures
<b>Tuesday, January 17<sup>th</sup></b>	Info Session/Training for Unit Champions, 7pm via Zoom
<b>January 23<sup>rd</sup></b>	Spring Sale Begins
<b>February 24<sup>th</sup></b>	Spring Sale Ends
<b>March 8<sup>th</sup></b>	Deadline for submitting payments – <b>No later than March 8<sup>th</sup></b> . Units keep commission and submit the difference to the Council. Check payment preferred, 3% service charge on credit card payments. For <b>Online Sales</b> , any commissions earned will be applied to each Unit’s Scout Shop Account.
<b>1st Week of April (approx.)</b>	Delivery of take-order products to the Council Office

## 2023 Spring Sale At-A-Glance:

- 18 Different bulbs priced at \$13 each
- Bulbs have a good shelf life 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 2023
2. Set a per youth sales goal (number of bulb packages or overall total in sales)
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 increase their sales.**
  - a. Phone Calls
  - b. Email – see postcard for online sales instructions
  - c. Create a one-page flyer with ordering instructions and place on doors or mailboxes
  - d. Social Media
    - Scan/take a picture of the online sales postcard included for each Scout, and post to social media.
    - Offer to teach parents to use Venmo, PayPal, etc. 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 participating in the spring sale:
    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

The 2023 Spring 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, hands and face washed, etc. **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 (spring planting - summer flowering) bulbs to beautify our neighborhoods but to also help me earn my way to summer camp. May I count on your support?

**\*\*More effective than asking, "Want to buy flower bulbs?"... don't you think?**

**One thing to remember is that you are selling Scouting!**

## Council Champion Team:

- |                 |                |                           |
|-----------------|----------------|---------------------------|
| • Iron Forge    | Desiree Nelson | nelsondesiree8@gmail.com  |
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## Resources Available On The PA Dutch Website:

- **Council Website:** [www.padutchbsa.org](http://www.padutchbsa.org)  
>Fundraising > Spring 2023 Product Sale
- **Forms available online:**
  - **2023 Spring Product Sale Unit Sign-Up/Registration Form**
  - **2023 Parents' Spring Sale Information (PDF)** – info your Scout may not have remembered to tell you
  - **2023 Spring Sale Online Ordering Instructions Postcard**
  - **2023 Unit Sales Tracking Spreadsheet & Unit Order Submission Form (xls)** - automatically computes order, commission, and amount due to Council
  - **2023 Unit Order Unit Sales & Commission Tracker and Unit Order Submission Form/Receipt (PDF)** – Manual entry version
    - If you do not use the tracking spreadsheet (see above), these are the forms you would manually fill out and submit to the Council
  - **2023 Dutch Mill Bulbs Spring Fundraiser Sales Brochure (PDF)**
  - **2023 Dutch Mill Product Listing and Bulb Specs** – climate zone, height, spacing, deer resistance, etc.