



BOY SCOUTS OF AMERICA®
PENNSYLVANIA DUTCH COUNCIL

2024 “Sweet & Savory” Spring Product Sale Unit Guidebook



2024 Spring Sale – Sweet & Savory Products

How The Sale Works:

- The Spring Sale is a Risk-Free Unit sales fundraiser designed to help Scouts and Units fund their way to 2024 Camp programs or other outdoor activities as the Unit designates.
- The Porch & Pantry Restaurant is offering us the opportunity to sell 5 small-batch products: 2 hot sauces, two granolas (one flavor was inspired by our 2023 Granola Contest held in October 2023) and a House Seasoning. Prices range from \$10 to \$13.
- Do you know people who like to cook, grill, eat healthy, or like to add a little spice to their food? These items will make **great gifts!!** Upcoming holidays: Mother's Day, Father's Day, Memorial Day and 4th of July. These items also make great thank you and housewarming gifts.
- 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.

Current Incentives as of 1/4/23:

The Porch & Pantry Restaurant is offering the following incentives to Units and Scouts to make this a record-breaking spring sale!

- Any unit that has total sales of \$2,000 or more will be entitled to a pizza party at the Porch & Pantry restaurant.
- Individual Scouts who sell at least \$150 will receive a patch and a gift certificate for a "grilled sticky" at the Porch & Pantry.

2024 Spring Sale Fundraiser Timeline:

January 2024	Spring Sale Fundraiser promotion at Roundtables
Now – January 12th	Units sign-up for the sale: HERE
Beginning Friday, January 12th	Pickup/Distribution of sales brochures
Tuesday, January 16th	Info Session/Training for Unit Champions, 7pm via Zoom
Monday, January 22nd	Spring Sale Begins
Friday, February 23rd	Spring Sale Ends
Wednesday, March 6th	Deadline for submitting payments – No later than March 6th . Units keep commission and submit the difference to the Council. Check payment preferred, 3% service charge on credit card payments.
3rd Week of April (approx.)	Delivery of take-order products to the Council Office

2024 Spring Sale At-A-Glance:

- **Five** different items ranging in price from \$10 to \$13 each. Hot sauces, granolas, and house seasoning make great gifts or additions to gift baskets! 😊

How To Implement A Sales Goal For Your Unit:

1. Decide on the camp programs your Scouts plan to participate in for 2024
2. Set a per youth sales goal (overall total sales or items)
3. Set an overall **unit sales goal** – at least \$2,000 for the pizza party?
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 and communicate often**– as with any fundraiser if the parents and youth are not excited about the sale, you will not be as successful as you could be. Schedule the kickoff as close to the beginning of the sale as possible. Don't forget to check-in with your families by email every few days.
 - 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 much in total sales is 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 – send the sales brochure to friends and family (PDF and JPG available on our website)
 - c. Create a one-page flyer with ordering instructions and place on doors or mailboxes
 - d. Social Media
 - Post the picture of the product list 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 2024 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... summer camp or Philmont or other fun activity.)

I am selling locally made, small batch hot sauces, granola, and a house seasoning you can use in so many ways – season potatoes, meats, salads, etc. We are even selling a specially labeled Scout hot sauce! Funds raised will help me earn my way to summer camp. May I count on your support?

Sharing WHY you are raising funds **and** what **YOUR END GOAL** is, is more effective than just asking,

“Want to buy some hot sauce, granola, and seasoning?”

One thing to remember, you are selling Scouting!

(where youth learn leadership skills, how to be responsible, and self-sufficient)

Council Champion Team:

- | | | |
|------------------------|--------------|---------------------------|
| • Iron Forge District | Nicole Welch | nicole.welch@scouting.org |
| • Susquehanna District | Chet Bowen | bowen17@hotmail.com |
| • Staff Advisor | Zena Korba | zena.korba@scouting.org |
| • Council Admin | Lauren Bowen | lauren.bowen@scouting.org |

Resources Available On The PA Dutch Website:

- **Council Website:** www.padutchbsa.org > Fundraising > Spring 2024 Product Sale
- **Forms that are available online:**
 - [2024 Spring Product Sale Unit Sign-Up/Registration Form](#)
 - **2024 Spring Sale General Information For Parents (PDF)** – basic info your Scout may forgotten to share with you after their meeting!
 - **2024 Unit Sales Tracking Spreadsheet & Unit Order Submission Form (xls)** - automatically computes order, commission, and amount due to Council
 - **2024 Unit Order Unit Sales & Commission Tracker and Unit Order Submission Form/Receipt (PDF)** – Manual entry version
 - If you do not use the previous tracking spreadsheet, these are the forms you would manually fill out and submit to the Council
 - **2024 “Sweet & Savory” Fundraising Brochure (PDF & JPG)**
 - **2024 Spring Sale Kick-Off Presentation (PowerPoint)**