

Scouting America
Pennsylvania Dutch Council



GERTRUDE HAWK CHOCOLATES

Spring Product Sale Unit Guidebook

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2026 Spring Sale – Gertrude Hawk Chocolates – Sell. Earn. Camp

Welcome to the Sale

Welcome and thank you for leading your unit in the Pennsylvania Dutch Council Gertrude Hawk Spring Product Sale. This sale plays a critical role in helping Scouts earn their way to Summer Camp and other Scouting adventures while reducing the financial burden on families.

Beyond fundraising, the Spring Product Sale teaches Scouts responsibility, goal setting, and the value of earning what they want. When Scouts understand the purpose of the sale and what they're working toward, participation increases—and so does success.



How The Sale Works

- The Spring Product Sale is a **risk-free, unit-level fundraiser** designed to help Scouts and units fund **2026 Summer Camp programs** or other outdoor adventures selected by the unit.
 - Scouts sell **Gertrude Hawk chocolate products**, with items priced from **\$15–\$38**. The sale concludes in time for **Easter delivery**, making it an easy seasonal sell.
 - Units receive **order forms, online tools, and support materials** to distribute to Scouts and families.
 - Scouts sell using **take-order and online methods**. Orders are submitted, products are delivered to the unit, and Scouts distribute items directly to their customers.
 - Units earn a **25% commission on total sales**, providing meaningful fundraising results.
 - Scouts earn **individual prizes and recognition** based on their total sales.
 - Sales commissions are encouraged to be applied directly toward **youth Summer Camp fees**, though unit committees may also allocate funds to support **unit camping, equipment, and program activities**.
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2026 Spring Sale Fundraiser Timeline

January 8	Spring Sale Fundraiser promotion at Roundtables
Week of January 23	Online sales open
Beginning January 20	Pickup/Distribution of sales brochures
January 22	In-person Kickoff at Camp Mack Training Center–7:00pm (Zoom option)
January 22	Spring Sale Begins
February 25	Units submit all Scout order sheets and payments to the Council Service Center. Check payment preferred, 3% service charge on credit card payments.
Week of March 23	Pick-up/distribution of orders

Sign Up for the Sale

Each unit should pick someone to be the key contact person for the sale. This person will be the primary point of contact for the unit during the sale.


Units can sign up for the sale on the council website or by going directly to our sign up form at:

<https://www.emailmeform.com/builder/form/i3Ljdnbm00kz0eT16>

How to Place Your Order

This sale is SUPER easy. No complex spreadsheets or multiple systems to enter data into. When the sale is over:

1. Collect completed order forms from Scouts with payments. These order forms will be in a carbonless triplicate. Before you take any pages apart, **make sure the form is completely filled out**.
2. From each form, record the Scout's name and Total Sales on the Order Summary Sheet. This will give you your units total and will calculate the payment that is owed.
3. Turn the Order Summary Sheet, payment, and the top copy of the order forms into the council. Note: Scout can keep the bottom copy and unit should keep the middle copy.
4. When the orders are placed, they will be packaged and sorted by Scout, in each unit. This means that you will have minimal sorting time when product arrives for distribution.



Scouting America
Pennsylvania Dutch Council
Spring Product Sale
Gettrude Hawk Chocolates

Coordinator Name: _____
Coordinator Email: _____
Unit Type & Number: _____

SCOUT NAME	TOTAL SALES	COMMISSION
1	\$	\$
2	\$	\$
3	\$	\$
4	\$	\$
5	\$	\$
6	\$	\$
7	\$	\$
8	\$	\$
9	\$	\$
10	\$	\$
11	\$	\$
12	\$	\$
13	\$	\$
14	\$	\$
15	\$	\$
16	\$	\$
17	\$	\$
18	\$	\$
19	\$	\$
20	\$	\$
TOTAL SALES		\$
TOTAL COMMISSION		\$
DUE TO COUNCIL		\$

Payments are due with order on **February 25, 2025**

248 Bloomfield Drive, Suite 212-218, Limerick, PA 17543

Online Orders

Online Orders are available in 2 formats for this sale:

1. Scout Deliver – This is a great way to connect with friends, family, neighbors who you can easily deliver product to. They place their order online, select Free Shipping, and then the order comes with your unit's Take Order at the end of the sale. The Scout then delivers the orders. This is a great way to be able to take a credit card order without needing a square reader or Venmo-type app.
2. Online Delivery – This is the best method to sell to friends and family that may be far away. However, with this method, **the customer is responsible for paying the shipping**.

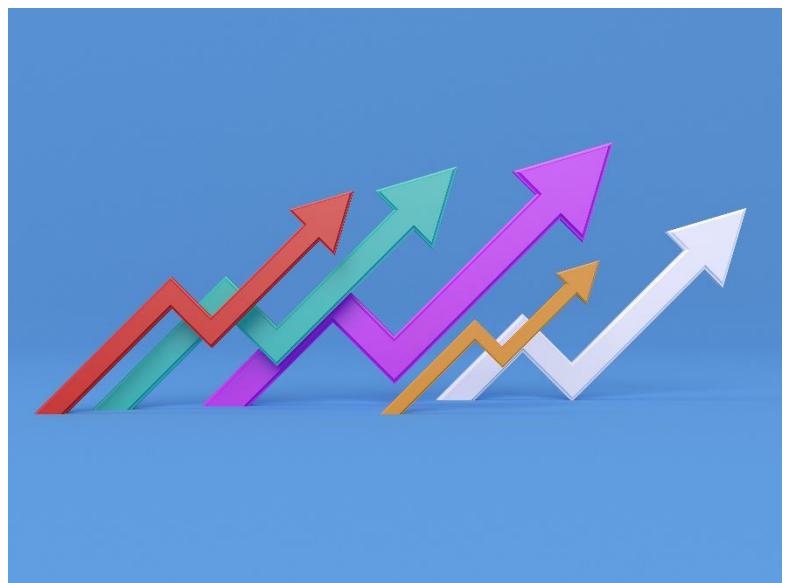
Unlike the popcorn and nuts sale, most products that are in the sales brochure will be available online and for the same price as in the brochure.

Families will need to set up accounts for their Scouts to sell online. They will need the Council ID number which is: 124735

Setting a Goal

Strong sales begin with clear goals.

- Decide **now** which camp experiences or adventures your Scouts are fundraising for in 2025
- Set a **unit-wide sales goal** and a **per-Scout goal** (total sales or packages)
- Communicate clearly with Scouts and parents:
 - How selling helps Scouts earn what they want
 - Exactly how funds will be used (camp fees, equipment, trips, activities)
- Share the sale calendar with families
 - Hold a **unit kickoff**
 - Set a clear **money turn-in date**



When families know the goal and the benefit, participation increases.

Methods And Techniques to Increase Sales

1. Start with a Unit Kickoff

- Hold your kickoff **as close to the start of the sale as possible**
- Explain:
 - The purpose of the sale
 - The unit's financial goals
 - How much each Scout needs to sell to cover camp or activities
- Focus on what Scouts **earn** through participation
- Get Scouts and families excited from day one



2. Help Scouts Sell More Effectively

- Encourage Scouts to use multiple methods:
 - **Online Sales** are a great way to sell to people near and far. It also provides a simple way for customers to use a credit card to make the purchase.
 - **Phone calls** to family and friends
 - **Email** using the online sales instructions
 - Leave a **one-page flyer** for neighbors who aren't home – encourage them to order online and then have the Scout deliver the product when it comes in.
 - **Social media** share personal sale links



3. Safety Comes First

- Always follow **Scouting America safety guidelines**:
 - Sell door-to-door only with a parent or designated guardian
 - Never enter a home
 - Do not sell after dark unless accompanied by an adult
 - Do not carry large amounts of cash



4. Courtesy Counts

- Remind Scouts to:
 - Wear their uniform properly – The Spring Product Sale is a Council-sanctioned unit money-earning project so Scouts are encouraged to wear their official Scout uniform when they are selling or delivering product
 - Walk on sidewalks and driveways
 - Smile and introduce themselves (first name and unit only)
 - Explain why they are selling—**camp and Scouting adventures**
 - Always say **thank you**
 - Confirm totals or count change in front of the customer
 - Collect payment at the time of order.



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/pay for my Scout activities, etc.)

Won't you please help me earn my way by trying some of our delicious Gertrude Hawk Chocolates?

****More effective than, "Hi, want to buy some chocolates?"**

One thing to remember is that you are selling Scouting!