Unit Fundraising

Steve Walker
Pack 303
Hetuck District, Buckeye Council

Baden Powell Institute 2022

Agenda

- About Me and Pack 303
- Fundraising Dos and Don’ts
- What Sells
- Collecting Orders and Payment
- In-Person Sales
- Leverage Social Media

About Me

Steve has been the Cubmaster of Pack 303 since June 2018 after being an ACM for eight months. As of February 2021, he is also registered as an Assistant Scoutmaster for Troop 921 and counsels five Merit Badges.

Cub Scout University 2019

Wife Cathy: Bear Den Leader & Asst. Cubmaster

Gus: First Class Scout in Troop 921

Hugh: Bear in Cathy's Den

About Pack 303

- Continuously charted by the Canal Fulton United Methodist Church since 1993
- Fall 2018 - Became a family pack & added Lions
- Fall 2019 - Buckeye Council’s top unit in online popcorn sales and Top 5 in overall sales
- Fall 2021 - Top Recruiting Unit in Buckeye Council
- Currently have 68 Cub Scouts and 21 registered leaders

FUNDRAISING DOs AND DON'Ts

Fundraising Dos

- Do file a unit money-earning project application for approval by both the local council and the chartering organization. Submit this application to your council service center at least two weeks in advance of the proposed date of your project.
- Do check local laws regarding solicitation rules and permits.
- Do select money-earning projects that are suited to the ages and abilities of youth participants.
- Do select money-earning projects that teach youth members to earn their own way.
- Do follow safe practices listed in the Guide to Safe Scouting.

Source: https://blog.scoutingmagazine.org/2017/02/02/unit-fundraising-dos-and-donts

BOY SCOUTS OF AMERICA DATE _____

Received in council service center _____
(Date)

(Local council stamp)

UNIT MONEY-EARNING APPLICATION

Applications are not required for council-coordinated money-earning projects such as popcorn sales or Scout show ticket sales.

Please submit this application to your council service center at least two weeks in advance of the proposed date of your money-earning project. Read the 10 guides on the other side of this form. They will help you in answering the questions below.

☐ Pack
☐ Troop No. _____ Chartered Organization _____
☐ Team
☐ Crew

Community _____ District _____

Submits the following plans for its money-earning project and requests permission to carry them out.

What is your unit's money-earning plan? _____

About how much does your unit expect to earn from this project? _____ How will this money be used? _____

Does your chartered organization give full approval for this plan? _____

What are the proposed dates? _____

Are tickets or a product to be sold? Please specify. _____

Will your members be in uniform while carrying out this project? (See items 3–6 on other side.) _____

Have you checked with neighboring units to avoid any overlapping of territory while working? _____

Is your product or service in direct conflict with that offered by local merchants? _____

Are any contracts to be signed? _____ If so, by whom? _____

Give details. _____

Is your unit on the budget plan? _____ How much are the dues? _____

How much does your unit have in its treasury? _____

Signed _____ Signed _____
(Chartered Organization Representative) (Unit Leader)

Signed _____ _____
(Chairman, Unit Committee) (Address of Chairman)

FOR USE OF DISTRICT OR COUNCIL FINANCE COMMITTEE: Telephone _____

Approved by _____ Date _____

Approved subject to the following conditions _____

34427

2007 Boy Scouts of America

GUIDES TO UNIT MONEY-EARNING PROJECTS

A unit's money-earning methods should reflect Scouting's basic values. Whenever your unit is planning a money-earning project, this checklist can serve as your guide. If your answer is "Yes" to all the questions that follow, it is likely the project conforms to Scouting's standards and will be approved.

1. ***Do you really need a fund-raising project?***

   There should be a real need for raising money based on your unit's program. Units should not engage in money-earning projects merely because someone has offered an attractive plan. Remember that individual youth members are expected to earn their own way. The need should be beyond normal budget items covered by dues.

2. ***If any contracts are to be signed, will they be signed by an individual, without reference to the Boy Scouts of America and without binding the local council, the Boy Scouts of America, or the chartered organization?***

   Before any person in your unit signs a contract, he must make sure the venture is legitimate and worthy. If a contract is signed, he is personally responsible. He may not sign on behalf of the local council or the Boy Scouts of America, nor may he bind the chartered organization without its written authorization. If you are not sure, check with your district executive for help.

3. ***Will your fund-raiser prevent promoters from trading on the name and goodwill of the Boy Scouts of America?***

   Because of Scouting's good reputation, customers rarely question the quality or price of a product. The nationwide network of Scouting units must not become a beehive of commercial interest.

4. ***Will the fund-raising activity uphold the good name of the BSA? Does it avoid games of chance, gambling, etc.?***

   Selling raffle tickets or other games of chance is a direct violation of the BSA Rules and Regulations, which forbid gambling. The product must not detract from the ideals and principles of the BSA.

5. ***If a commercial product is to be sold, will it be sold on its own merits and without reference to the needs of Scouting?***

   All commercial products must sell on their own merits, not the benefit received by the Boy Scouts. The principle of value received is critical in choosing what to sell.

6. ***If a commercial product is to be sold, will the fund-raising activity comply with BSA policy on wearing the uniform?***

   The official uniform is intended to be worn primarily for use in connection with Scouting activities. However, council executive boards may approve use of the uniform for any fund-raising activity. Typically, council popcorn sales or Scout show ticket sales are approved uniform fund-raisers.

7. ***Will the fund-raising project avoid soliciting money or gifts?***

   The BSA Rules and Regulations state, "Youth members shall not be permitted to serve as solicitors of money for their chartered organizations, for the local council, or in support of other organizations. Adult and youth members shall not be permitted to serve as solicitors of money in support of personal or unit participation in local, national, or international events."

   For example: Boy Scouts/Cub Scouts and leaders should not identify themselves as Boy Scouts/Cub Scouts or as a troop/pack participate in The Salvation Army's Christmas Bell Ringing program. This would be raising money for another organization. **At no time are units permitted to solicit contributions for unit programs.**

8. ***Does the fund-raising activity avoid competition with other units, your chartered organization, your local council, and the United Way?***

   Check with your chartered organization representative and your district executive to make certain that your chartered organization and the council agree on the dates and type of fund-raiser.

The local council is responsible for upholding the Charter and By-laws and the Rules and Regulations of the BSA. To ensure compliance, all unit fund-raisers MUST OBTAIN WRITTEN APPROVAL from the local council NO LESS THAN 14 DAYS before the fund-raising activity.

Fundraising Don’ts

- Don’t solicit funds in the name of Scouting; only local councils have the authority to solicit funds.
- Don’t conduct unit money-earning projects without adequate adult supervision.
- Don’t forget to use the buddy system, and don’t go into unsafe or unfamiliar areas.
- Don’t conduct unit money-earning projects after dark or in unsafe pedestrian areas.
- Don’t sell fireworks as a unit money-earning project. That’s an unauthorized activity.

Source: https://blog.scoutingmagazine.org/2017/02/02/unit-fundraising-dos-and-donts

Questions to Ask Yourself

1. Do you really need a fundraising project?
2. If any contracts are to be signed, will they be signed by an individual, without reference to the Boy Scouts of America and without binding the local council, the Boy Scouts of America, or the chartered organization?
3. Will your fundraiser prevent promoters from trading on the name and goodwill of the Boy Scouts of America?
4. Will the fundraising activity uphold the good name of the BSA? Does it avoid games of chance, gambling, etc.?

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Questions to Ask Yourself

5. If a commercial product is to be sold, will it be sold on its own merits and without reference to the needs of Scouting?
6. If a commercial product is to be sold, will the fundraising activity comply with BSA policy on wearing the uniform?
7. Will the fundraising project avoid soliciting money or gifts?
8. Does the fundraising activity avoid competition with other units, your chartered organization, your local council, and the United Way?

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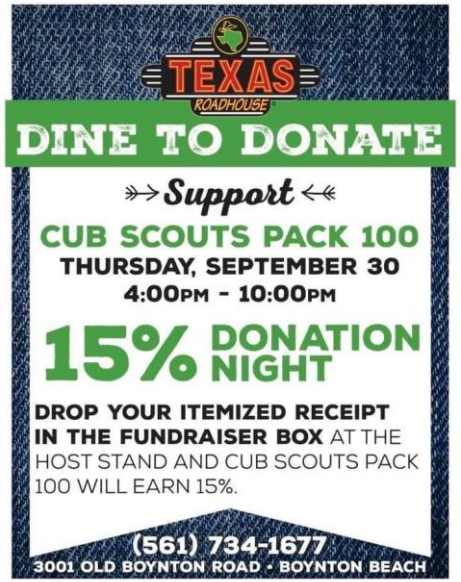
WHAT SELLS?

Fundraising Ideas

- Car Wash
- Pancake Breakfast
- Family photos
- Dunk Tank
- Restaurant nights
- First Aid Kits
- Pack-related items
- Round-up routine fees



What Are Some Items to Sell?

- Popcorn (obviously)
- Wreaths
- Meat Sticks
- Pepperoni Rollers

Pepperoni Rollers Example

- Recharter fundraiser for Pack 303
- Standard rollers now sell for $2.50 each, premium rollers are $3 each
- Unit earns $1.25 profit per roller
- Easiest to distribute & deliver in a case of 13 rollers
- Contact:

Jake Penrod
Mobile: (330) 204-1646
email: jake@pepperonirollers.com
pepperonirollers.com
facebook.com/pepperonirollers

Packet for Pack Families

- First page shown here
- See full PDF in files shared through BPI 2022

January 2022 Pepperoni Rollers Sale

This is entirely optional to pay recharter! No Scout is required to participate.

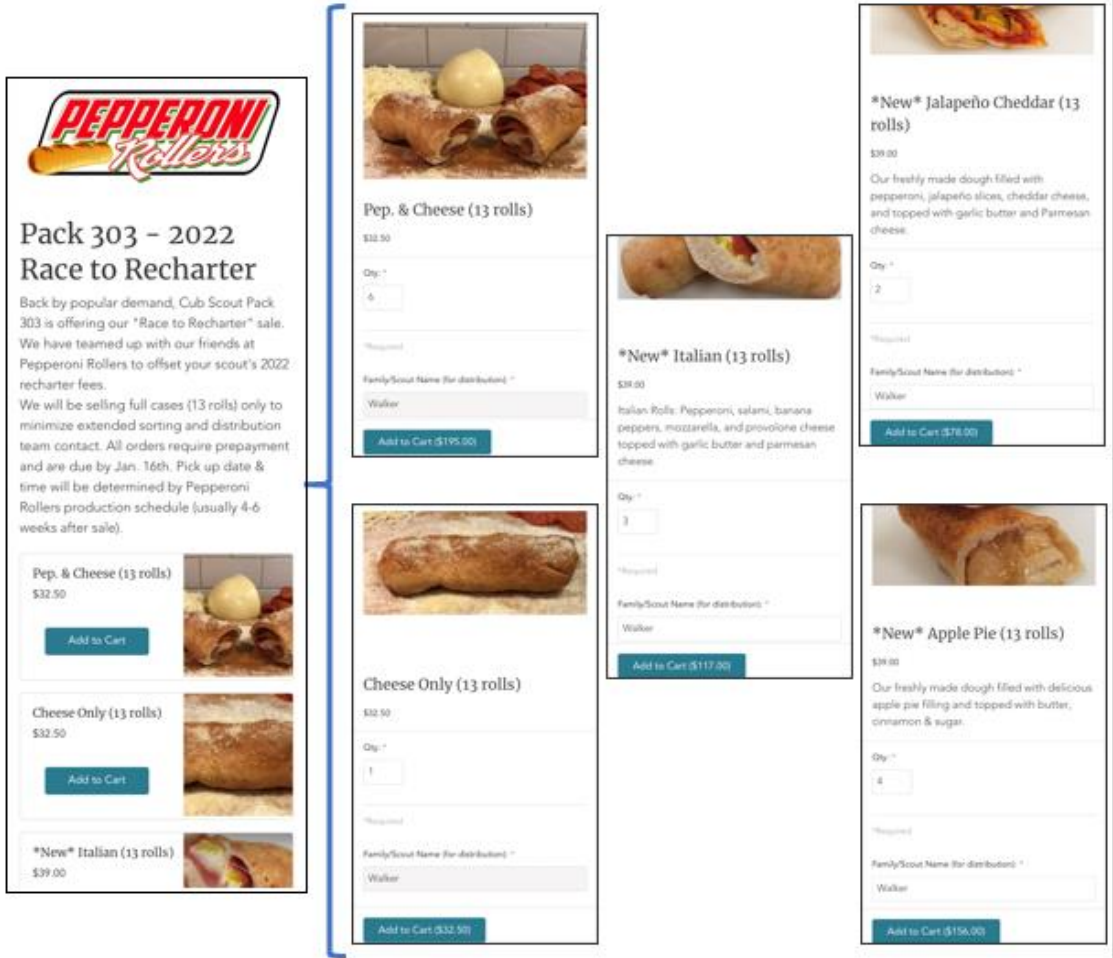
Collect Orders: If you decide to participate then use the order form on page 5 of this document to record your individual orders. Note:

- We are selling by the case only!
- Use of services like PayPal, Venmo, and ApplePay is strongly recommended to collect payment for orders from friends, family, and/or neighbors.

Place Your Total Order: Once all your orders are totaled up by January 16, visit the Pack's CheddarUp page to enter your total case count by roller type: https://my.cheddarup.com/c/pack-303-race-to-recharter-copy-23335

Do not post the CheddarUp link for anyone outside of the Pack!

Step 1: Click "Add to Cart" to open the page and enter the quantity for each roller type needed:



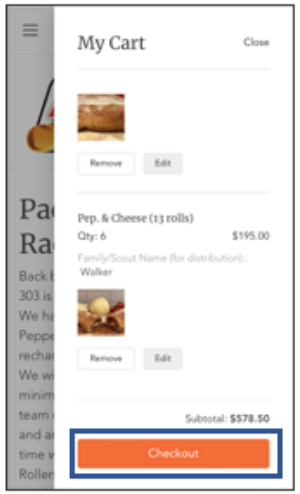
Packet for Pack Families

- Second page shown here
- See full PDF in files shared through BPI 2022

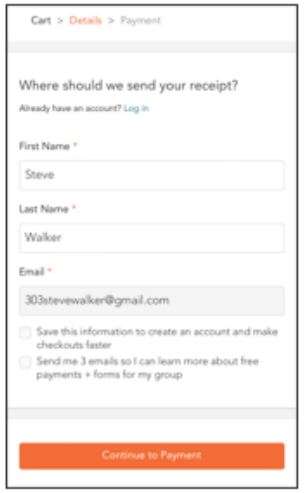
January 2022 Pepperoni Rollers Sale

This is entirely optional to pay recharter! No Scout is required to participate.

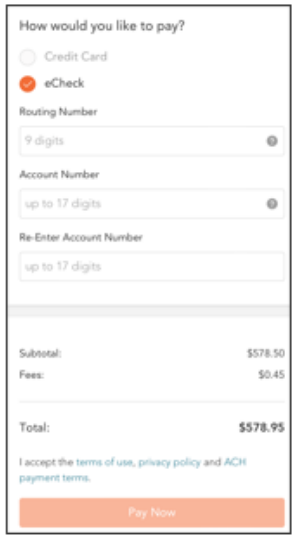
Step 2: Once you have entered all of the case counts, click the cart icon in the upper right corner then the "checkout" button that appears:

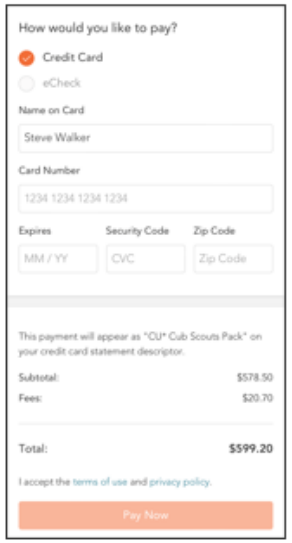


Step 3: Specify where your receipt should be sent:



Step 4. Select your payment method. A $0.45 transaction fee applies plus 3.5% for credit card purchases. **eCheck is highly recommended to avoid excess cost to the Scout.** The amount is automatically calculated.





Flyer for Social Media and Chartered Org

Cub Scout PACK 303 CANAL FULTON, OH

Race to Recharter

Pepperoni Roller Fundraiser

PEPPERONI Rollers

Our Cub Scouts are selling rollers to help pay for their annual "recharter" or national dues. They earn $1.25 per roller sold toward their recharter with any other profits used to fund the Pack's activities.

Five flavors of rollers are available and sold only in cases of 13 rollers:

$32.50/case of 13

- **Pepperoni & Cheese**
- **Cheese**

$39/case of 13

- **Italian** with pepperoni, salami, banana peppers, mozzarella, and provolone cheese.
- **Jalapeño Cheddar** with pepperoni, jalapeño slices, cheddar cheese, and topped with garlic butter and Parmesan cheese.
- **Apple Pie** with delicious apple pie filling and topped with butter, cinnamon, and sugar.

Order by Sunday, January 16.
Delivery expected in late-January/early-February based on the bakery's schedule.

Pepperoni Rollers Experience

- Sales cycle profits:
  - May 2019: $2,973
  - Jan 2020: $2,981 (recharter)
  - May 2020: $1,482 (optional Pack the Freezer due to COVID)
  - Jan 2021: $1,711* (recharter)
  - Jan 2021: $2,096** (recharter)
- Profits beyond recharter go into Pack's general fund
- Multiple Scouts covered their entire recharter

* Number of Cub Scouts dropped by 2/3 due to COVID
** Pack grew through recruitment, profit/roller went from $1 to $1.25

COLLECTING ORDERS AND PAYMENT

Payment Methods

- Cash
- Check
- Square
- PayPal
- Venmo
- Zelle
- Apple Pay or Android Pay
- Cheddar Up

Cheddar Up

- Fees paid by buyer, not the Unit
- Offline cash/check are free
- Credit card convenience fee is 3.5% + $0.45
- echeck as low as $0.45
  (varies by plan)

How Cheddar Up stacks up against Venmo and PayPal

	Cheddar Up	Venmo	PayPal
Made for groups	✓	—	—
No app necessary for payers	✓	—	✓
Collect payments and forms	✓	—	—
Create your own payment pages	✓	—	—
Easy handoff year over year	✓	—	—

Cheddar Up

BASIC (FREE)	PRO $10/mo	TEAM $30/mo
Up to 5 items and 1 form per collection	Unlimited items and forms per collection	Unlimited items and forms per collection

- We have a free account and have used it for pepperoni roller and Pack t-shirt ordering so far.

IN-PERSON SALES

In-Person Sales

- In-person sales can lead to online sales
- Props make it easier to strike up a conversation with the public with online orders as a fallback if the person cannot or does not want to purchase in-person

In-Person Sales

Online Sales from Show & Sells

- Our Popcorn Kernel Randi Buhecker created a dedicated Show-N-Sell account:

First Name	Last Name	Email	Seller ID	Date Added
Show	-N-Sell	pack303popcorn@gmail.com	C[redacted]8	8/21/2019

- Slips of paper with the seller ID and instructions passed out at Show & Sells to customers who might order from home
- This ID can also be used when posting to community pages/groups on Facebook in lieu of Scout-specific information

LEVERAGE SOCIAL MEDIA

Leverage Social Media

- Parents should select which platform(s) and privacy settings match their comfort level

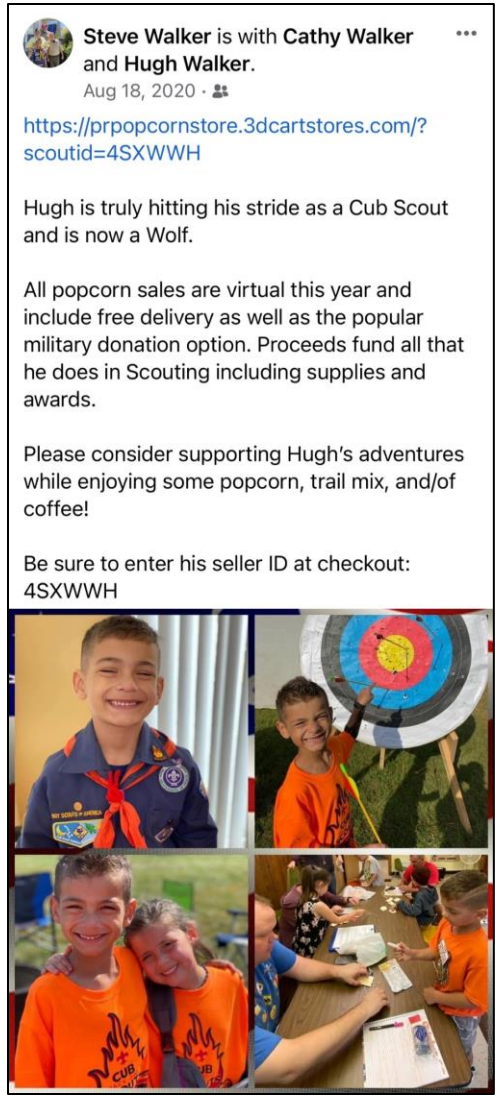
- Even parents who are not on Facebook, Twitter, Instagram, Tik Tok, etc. can email, text, or call friends and family directly

Leverage Social Media

- We have a private Facebook group for our Pack families as well as a public page where we can engage the public

- We can then share such page posts to local community groups (e.g., "The Voice of Canal Fulton")

Leverage Social Media

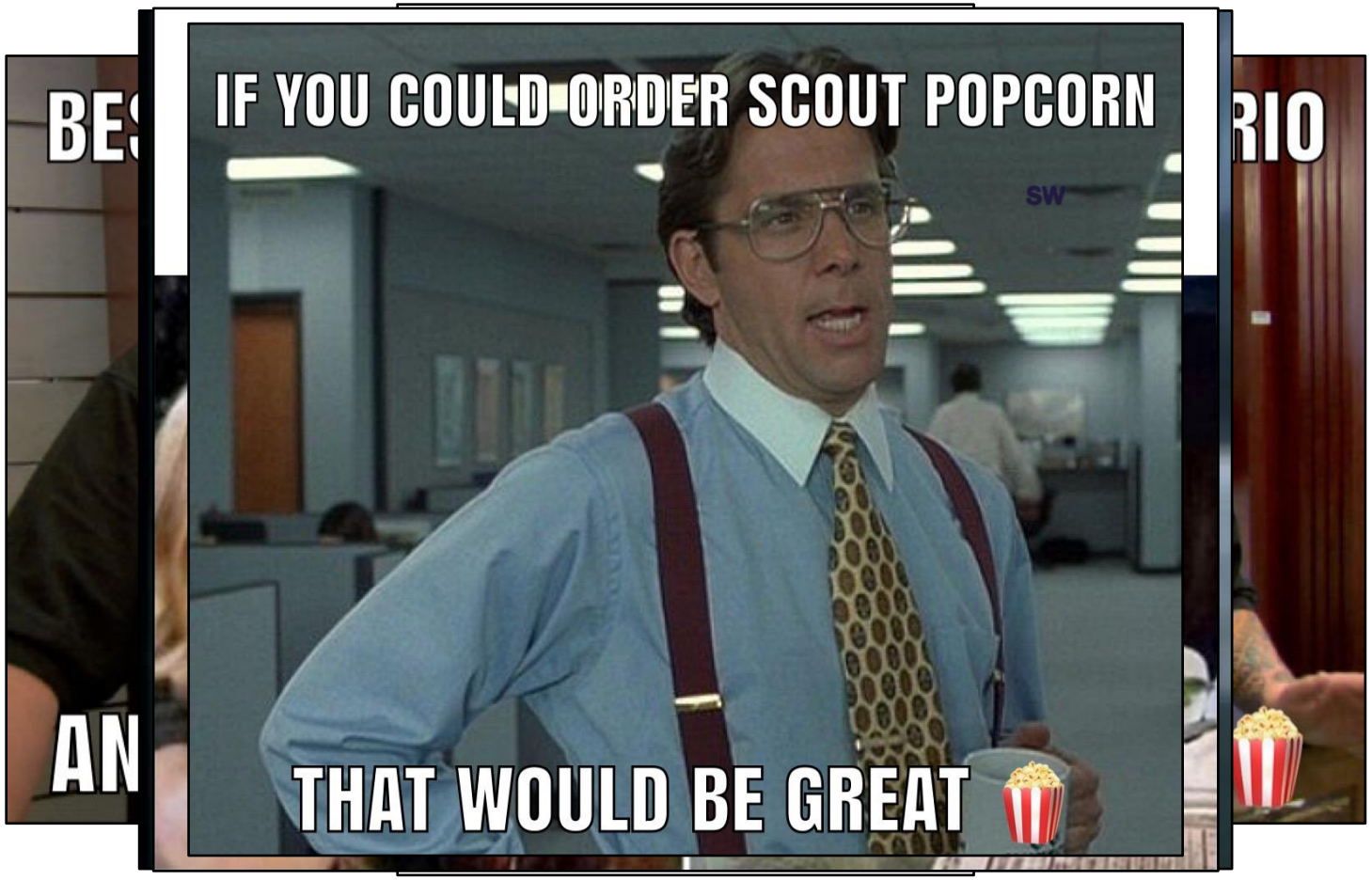


- Personalize the posts on your page/account to tell your Scout's story and create a compelling reason for family and friends to support them through popcorn purchases

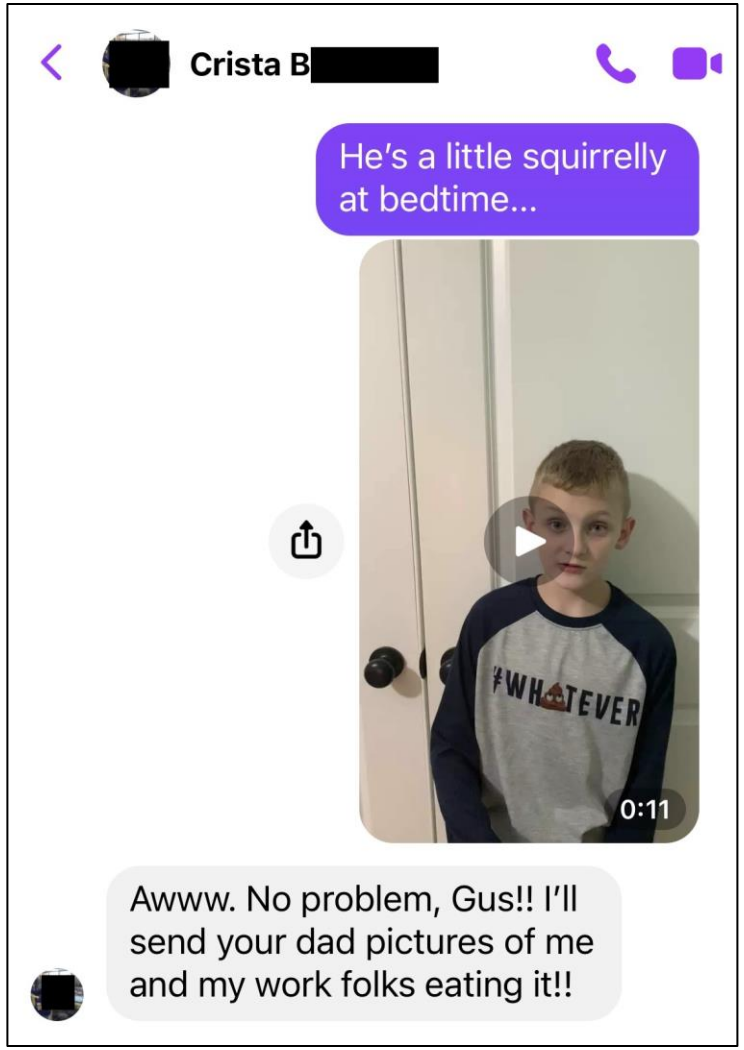
- Short videos work even better than photos!

Leverage Social Media

Memes can be eye-catching and add humor when repeatedly posting.



Leverage Social Media



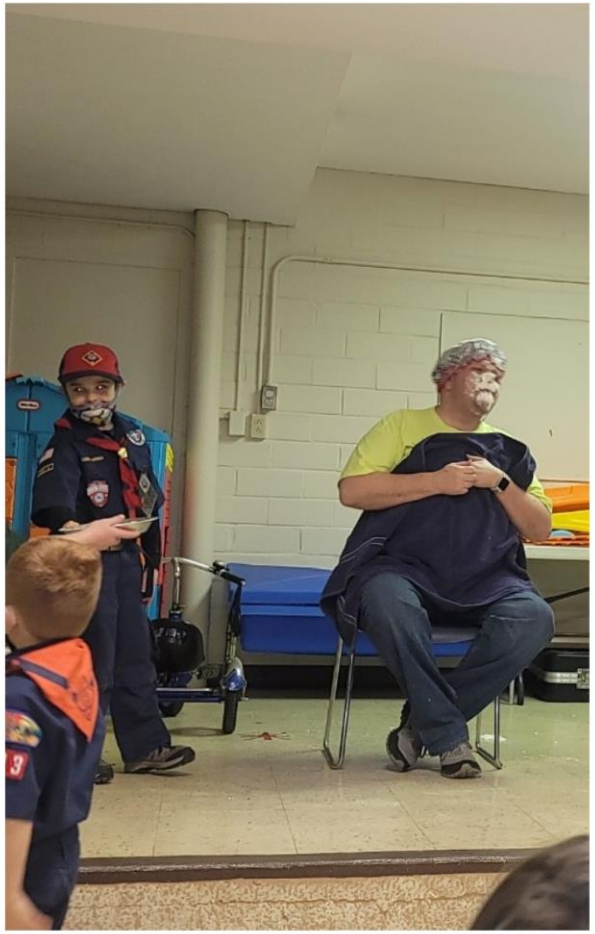
- Don't forget to say "Thank you"
- A brief video by text, Facebook messenger, etc. is a thoughtful touch that can help clear the way for future sales
- Directly involves your Scout

Parting Thoughts

- ✓ Build a great team and accept offers of help
- ✓ Clear, concise, and frequent parent communication
- ✓ Online sales complement in-person sales
- ✓ Be mindful of privacy concerns especially on social media
- ✓ Remember: In-Person >> Video >> Pictures >> Just Text

Parting Thoughts

✓ Consider an award or prize for your top seller(s)



Questions?

Steve Walker

Cubmaster, Pack 303

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303stevewalker@gmail.com