

FALL 2023 CANDY & MEAT STICK FUNDRAISER

LEADER'S GUIDE

All you need to know about the sale!



Great products!
Great prize program!

Fall Candy Sale 2023

Welcome to the annual candy sale! Scouts will be selling World's Finest Chocolate bars for \$1 and \$3 for two Tillamook Meat Sticks. These products have a proven track record of success in fundraising.

PRODUCT SALE TIMELINE

Wednesday, August 2 – Council kickoff. Submit your online orders!

1st Tues/Thurs of Sept – Roundtable kickoff/promotion. Orders due in 2 weeks!

Sunday, September 15 – All orders due to council online by 11:59 PM.

Wed-Fri, Sept 20-22 – Distribution of cases, sale begins.

October – Inventory re-stock available.

Monday, Nov 13 – Sale ends. Settle accounts & returns of unsold product. Begin ordering prizes!

NOTE: Prize orders due by December 15!

Saturday, November 18 – **Commission DROPS 5%** if the account is not settled.

BACK BY POPULAR DEMAND!

Earn up to 30% commission!

Your unit starts at a 25% commission with the chance to earn up to 30%*!

*Earn the additional 5% for returning less than 10% of total checked-out

For example:

Sell 25 candy boxes & 25 meat sticks bags = \$585 commission @ 30%

Sell 50 candy boxes & 50 meat sticks bags = \$1,170 commission @ 30%

Sell 100 candy boxes & 100 meat sticks bags = \$2,340 commission @30%

UNIT SALE COORDINATOR RESPONSIBILITIES

You are the key to your success! Without you and your support for the program, Scouting would not happen. You are the coordinator that gets the proper information to your unit and provides motivation and excitement. **Your main responsibilities are:**

- 1. Set a sales goal for your unit.**
- 2. Pick up product at designated time and location.**
- 3. Have an exciting sale kickoff at a pack or troop meeting to motivate your Scouts and parents. Get them excited about earning prizes and their way to camp.**
- 4. Distribute product and sales information to the Scouts.**
- 5. Make sure every Scout gets a prize flier.**
- 6. Collect product and money and turn it into your district sales coordinator.**
- 7. Keep records of each Scout's sale and turn in prize order sheets.**
- 8. Receive and distribute additional product as needed.**

PRODUCT PICK-UP

Work with your district sales chair or district executive to schedule product pick-up throughout the campaign.

PRODUCT TURN-IN

1. Turn in unopened boxes or bags of product by November 13th.
2. **One check** written to "Oregon Trail Council" will be due at the turn-in. The check should be a total of the product picked up minus the product returned times the commission rate your unit earned.
3. **Accounts not settled by November 18th will see a 5% commission reduction.**

UNOPENED BOXES & BAG RETURN

Only **unopened** cases of 60 bars of chocolate and **unopened** bags of 24 meat sticks can be returned. During the sales period, open boxes and bags should be moved from Scouts who are not selling as much to Scouts who are selling fast. Opened boxes and bags **cannot be returned**. Your unit can sell all remaining bars and sticks after the sale.

RESPONSIBILITY & CARE

- Candy bars are worth \$1 and two meat sticks are worth \$3.00. Scouts are responsible for turning in \$1.00 per candy bar and \$3.00 for every two meat sticks, or returning the unopened box or bag.
- **Storing your product:**
 - A cool, dry, odor-free space is best.
 - Keep away from heaters or strong odors (cigarette smoke, garbage, garlic, onions, and chemicals) as chocolate can absorb the odor and taste poorly.
 - Don't leave these products in a shed, carport, or any area with damp air.

TIPS FOR SALESMEN

- Use the buddy system
- Tell your customers they will be helping your pack or troop
- Wear your uniform. More people will buy if they see you are a Scout.
- Respect property. Stay on sidewalks. Stay off lawns.
- Be polite and positive.
- Show candy and meat sticks and ask, ***"How many would you like?"***
- Ask parents to help by taking candy and meat sticks to work.
- Ask permission and then visit places of business.
- Ask friends and family.
- E-mail friends and family.
- Sell at community gatherings like high school sports and soccer games.

KELLER PRIZE PROGRAM www.kellerprizeprogram.com, Council ID is **697OTC**. Available to all participating Scouts.

- 50 different prizes for Scouts to choose from with many camping and outdoor items.
- Brand name products like Lego, Swiss Army, Eureka, Carrera and official BSA gear.
- Full-color brochure and website to explain each prize.
- A total of 14 different prize levels so each Scout can set his own goal. Scouts are eligible for a prize at the level of their gross sales.
- Prizes will be delivered directly to unit leaders through USPS or UPS. This will allow prizes to reach Scouts quickly.

INCENTIVES FOR TOP SELLERS

- ✓ The top 5 sellers in the council will be awarded \$75 Amazon gift cards.
- ✓ Scouts who sell \$192 (the equivalent of 2 boxes and 3 bags) will be automatically entered in the drawing from the paperwork the unit submits for a \$50 Amazon Gift Card. Scouts will be entered one time for each \$192 sold. Each district will conduct its drawing at the May roundtable.

HELPING SCOUTS SELECT PRIZES

Each Scout has 2 options: 1) Choose one prize from the level they have attained in sales, or 2) choose multiple prizes from lower levels as long as the total value does not exceed the Scout’s sale.

Example: If a Scout sold \$400, he may choose one prize from the \$400 level or one prize from the \$150 level, two from the \$100 level and one from the \$50 level.

DISTRICT PRODUCT SALE CONTACTS

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District Executive	Amy Rodda	541.272.0481	amy.rodde@scouting.org
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Cascade & Greenwood

Field Director	Rob MacLuan	541.284.4390	rob.macluan@scouting.org
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Doug Fir & Chinook-Wacoma

District Executive	Peter Sudduth	541.430.3569	peter.sudduth@scouting.org
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Resources available on the council website.

www.otcbsa.org/fallsale2023

8 STEPS TO SUCCESS

1. **Develop an ANNUAL PROGRAM PLAN AND BUDGET with input from parents and Scouts.** Excel document available at Council website to build budget.
2. **Set a UNIT SALES GOAL AND A PER SCOUT GOAL.** Available on the Council website.
3. **Develop a UNIT INCENTIVE PLAN.** Keep it exciting for scouts and family members and encourage 100% participation in your unit.
4. **Train and inspire your scouts with a great KICK OFF.** Explain how they can earn prizes (unit and council) and support their activities.
5. **Use all 4 sales methods:** Friends and family, businesses, door to door, and site sales
6. **Attend the District CANDY KICKOFF at September roundtable.**
7. **Use NEW METHODS in 2023.** Study the successful units in your district and elsewhere and copy what they do. You can't expect better results if you don't incorporate new techniques and methods. Most of all: believe that you can!
8. **COMMUNICATE FREQUENTLY with Scouts and family members.** Use 2023 Unit Candy Tracking Sheet available at the Council website.

Increase your sales

Have the Scouts sell to everyone they know and encourage parents to do the same. Encourage a Scout visit to mom and/or dad's place of employment to sell if allowed. Sell at fall athletic events (youth, community colleges and universities).

Assign every scout a **basic supply** of candy and meat sticks to sell by a certain date. If some of that product has not been sold by that date, consider moving that product to a Scout who has sold out their initial checkout.

Set smaller **benchmark goals** that add up to your final goal. Celebrate and recognize Scout, den/patrol, pack/troop successes as you achieve each benchmark.

Conduct Sales **Training** for site sales and teach Scouts how to more effectively interact with customers. **Remind the Scouts they don't sell the product, they sell helping support the Scout and their adventures in the program.**

Consider competitions within the Unit to win ice cream (achieving benchmark goal) or the opportunity to put a pie into the face of Cubmaster or Scoutmaster (overall top seller or top selling den or patrol). Be creative and have fun with it.