MAPLE SYRUP & PANCAKE MIX SALE

nhscouting.org/syrup-sale
PROGRAM OVERVIEW

Volunteers were tasked with helping to introduce a new fundraising opportunity for Scouting units to help fund their annual program. New Hampshire prides itself on its natural beauty and one of its best natural resources … maple syrup. The Daniel Webster Council is excited to partner with two Granite State institutions – Fuller’s Sugarhouse and Polly’s Pancake Parlor to offer Scouts and Scouters quality, locally sourced products. Scouts of the Daniel Webster Council Scouts are resourceful entrepreneur’s whose skills and determination go unmatched in funding their Scouting adventures!

Units can place their order, download all of this year’s sale information, and print off Scout order forms by visiting: https://nhscouting.org/syrup-sale

MAPLE SYRUP & PANCAKE MIX KICK-OFF

We hope one representative from your unit can join us for one of our two pancake breakfasts to learn about this year’s sale.

Pre-registration is required so we can prepare for food.

DATES:
February 22, 2020, 8:00 A.M. - 10:00 A.M.
Camp Carpenter
300 Blondin Road
Manchester, NH 03109

February 23, 2020 - 9:00 A.M. - 11:00 A.M.
Griswold Scout Reservation
Hidden Valley Scout Camp
2 Eileen Shore Road
Gilmanton Iron Works, NH 03837
We are excited to announce that Daniel Webster Council has partnered with two Granite State institutions – Fuller’s Sugarhouse and Polly’s Pancake Parlor to offer Scouts and Scouters quality, locally sourced products to sell to help fund an exciting year of Scouting.

### PRODUCTS

**MAPLE SYRUP:**
- Pure
- Grade A
- Dark color
- Robust taste
- $15.00 a bottle
  ($4.50 back to local unit)

**PANCAKE MIX:**
- All natural
- No trans fat
- GMO free
- Low fat
- $7.00 a bag
  ($1.40 back to local unit)

### ORDERING

Unit orders will be due Tuesday, April 7, 2020. Orders will need to be placed at [www.nhscouting.org/syrup-sale](http://www.nhscouting.org/syrup-sale). Units needing additional product after the order date should contact – MapleLeaf@NHScouting.org

### WHY SELL MAPLE SYRUP & PANCAKE MIX?

#### HELPS PUT THE “OUTING” IN SCOUTING:
- Fund your entire year of Scouting!
- Cub Scout Resident Camp located at Camp Carpenter
- Summer Camp, the highlight of a Scouts year, located at Griswold Scout Reservation
- Offset the cost of attending one of the BSA’s High Adventure Bases
- Buy needed personal or unit camping gear
- Pay for a new uniform
- Pay for merit badge workshops
- Provide financial assistance to those in need.
- Bring your whole family to an outdoor experience.

#### THE VALUE OF SELLING MAPLE SYRUP & PANCAKE MIX:
(Listed below are the approximate costs of each of these items.)
- Scouts build confidence in themselves
- Scouts learn to establish and accomplish goals
- Scouts practice “Do Your Best”
- Scouts learn to think “I can do this”

#### SCOUTS WHO HAVE A SUMMER CAMP EXPERIENCE:
- Stay in Scouting longer
- Gain a positive sense of self-worth and usefulness through serving
- The ability to develop deep caring and nurturing relationships with others
- Excel in their ability to learn through an outdoor classroom environment
- Are productive and creative in problem solving

### APPROVED UNIT MONEY EARNING ACTIVITY

The Maple Syrup & Pancake Mix Fundraiser is an approved Unit Money Earning Activity sponsored by Daniel Webster Council. This is a voluntary fundraiser and counts towards Unit of Honor. Scouts are authorized and encouraged to wear their Field Uniform for all local council sponsored money earning activities. Please refer to the Unit Money Earning Application for requirements and guidelines for all other unit money earning activities.
STEPS TO BUILDING A SUCCESSFUL SALE

Set a sales goal! Parents will support this program if there is a clear, concise goal and reason (i.e. summer camp, new equipment, reduces the cost of unit registration, etc.). Best methods show that a unit should establish and make known a unit goal.

Discuss with your Unit leaders why the Scouts should sell. Be very clear with parents as to what the money earned to be used for: camp!

• Set a unit and per Scout sales goal.
• Attend the Fundraiser Kick-off & Informational Pancake Breakfast.
• Formulate sales plan. When and where should you sell. Think about high traffic areas (stores, banks, churches, pancake breakfasts, etc.)
• Conduct an ENTHUSIASTIC kick-off for your families. The kick-off should explain the sale and communicate expectations to your parents.
• Create a sense of urgency! People react to deadlines.
• SELL - Keep Scouts motivated! Some ideas to keep Scouts motivated: arrange den/patrol competitions.
• Collect payments from families. Develop a plan to collect payments from your Scout families.
• Submit payment for sold product. Make payment on your bill on specified date.
• Encourage every Scout to help support the unit.

UNIT KICK-OFF

THE OBJECTIVE FOR UNIT KICK-OFF IS SIMPLE:
• Get Scouts excited about the upcoming Scouting year
• Ensure parents are informed about why their Scout should help with making sure the unit remains healthy
• Set the expectation that Scouts fund their own way

MAPLE SYRUP & PANCAKE MIX FUNDRAISER KICK-OFF SAMPLE AGENDA:
1. Opening with music, cheers and excitement
2. Ensure each Scout receives a take order form and commits to sell. Order forms are available at nhscouting.org
3. Explain commission: the unit gets $4.50 per bottle sold and $1.35 per mix sold to use to offset Scouting related expenses
4. Review goals and key dates
5. Scout training – role play
6. Taste testing the products (a limited quantity may be available from DWC to offer for this purpose)
7. Cover safety and courtesy tips
8. Big finish – send Scouts and parents home excited to sell

Ensure your families understand they are selling character, they are selling better community, and they are selling the benefits of Scouting. Emphasize that each bottle sold helps to fund the Scouting experience. The reason our sale will be successful is that people want to support Scouting.

FOR A SUCCESSFUL SALE, ENSURE YOUR SCOUTS:
Wear a Scout uniform, smile, and say their first name. Tell the customer what unit they are with. Tell the customer how delicious Fuller’s Maple Syrup is on pancakes, ice cream, and everything else. Tell the customer what the Scouts are going to use the money for. Close the sale, and always say thank you!
UNIT INCENTIVES

EVERY UNIT THAT SELLS OVER $1,000 QUALIFIES

Thanks to the financial generosity of a New Hampshire Scouting volunteer whose focus is to keep Scouting affordable for all, we are excited to announce these incentives. The top ten selling units in the council are eligible for the following.

- Top Selling Unit will receive up to 12 youth DWC Insurance Fee credits
- 2nd Top Selling Unit will receive up to 8 youth DWC Insurance Fee credits
- 3rd Top Selling Unit will receive up to 5 youth DWC Insurance Fee credits
- 4th thru 10th Top Selling Units will receive up to 3 youth DWC Fee Credits

PICK-UP

When ordering cases of Maple Syrup & Pancake Mix, unit coordinators should plan for the following.

Camp Carpenter
300 Blondin Road
Manchester, NH 03109
May 1, 2020
Times to be arranged

Other accommodations may be made if requested in advance.

TIMELINE

EVENTS AND DATES:

- Pancake Breakfast Kick-off & Information Meeting – Saturday, February 22, 2020 – 8:00 AM to 10:00 AM, Camp Carpenter, 300 Blondin Road, Manchester, NH
- Pancake Breakfast Kick-off & Information Meeting – Sunday, February 23, 2020 – 9:00 AM to 11:00 AM, Hidden Valley Scout Camp, 2 Eileen Shore Road, Gilmanton Iron Works, NH
- Unit Kick-offs – February 24 to March 9, 2020
- Sale Dates – March 1 to April 5, 2020
- Orders Due – April 7, 2020
- Order Pick-up – Friday, May 1, 2020 Camp Carpenter, 300 Blondin Road, Manchester, NH (times to be arranged)
- Payment Due – June 15, 2020