



MAPLE SYRUP & PANCAKE MIX SALE



DANIEL WEBSTER COUNCIL
BOY SCOUTS OF AMERICA

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 continue its partnership 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 Zoom kickoffs to learn about this year’s sale.

Pre-registration is required, and you will receive a unique link for the meeting you select/

DATES:

Tuesday, February 16, 2021, 7:00 P.M. - 8:00 P.M.

Or

Saturday, February 20, 2020 - 9:00 A.M. - 10:00 A.M.

Units can start selling even if they do not attend one of the two informational meetings.

PRODUCTS

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.



MAPLE SYRUP:

- Pure
- Grade A
- Amber color
- Robust taste

Pint - \$15.00 / Quart - \$27.00

Unit earns \$4.50 (pint) and \$8.35 (quart) for each item sold.

Pure Maple Sugar:

- 100% pure maple sugar
- Use in place of regular sugar!
- Use on toast or cereal!
- Try dipping with fresh strawberries using Fullers Maple syrup

\$6.00 and unit receives \$1.30 for everyone sold.



PANCAKE MIX:

- All natural
- No trans fat
- GMO free
- Low fat

13 oz bag - \$7.00 / 26 oz bag \$13.00

Units earns \$1.35 (13oz bag) and \$3.00 (26oz bag) for each item sold.

ORDERING

Unit orders will be due Tuesday, April 17, 2021. Orders will need to be placed at www.nhscouting.org/syrup-sale.

Units needing additional product after the order date should contact – MapleLeaf@NHScouting.org

WHY SELL MAPLESYRUP & 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.
- Use Social Media
- Consider setting up an online store using Cheddar Up www.cheddarup.com or use DWC's Online Store

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 structure:
 - Maple Syrup: \$4.50 per pint sold and \$8.35 per quart sold
 - Maple Sugar: \$1.30 for each one sold
 - Pancake Mix: \$1.35 per 13oz mix sold and \$3.00 per 26oz mix sold
 - Commission earned can be used 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 Insurance Fee credits

YOUTH INCENTIVES

FIRST TEN YOUTH SUBMITTING A FILLED SHEET RECEIVES:

Thanks to the financial generosity of a New Hampshire Scouting volunteer whose focus is to keep Scouting affordable has donated \$500 to be given towards camperships for attending a DWC camp. The first ten youth to submit a full order sheet will receive \$50.00 campership to be used at either Camp Carpenter or Griswold Scout Reservation only. The campership may also be used for a DWC Day Camp or Granite Base Camp activity. If used for a Granite Base camp activity, the full amount of the campership must be used as no balances will be carried forwarded.

These youth will also receive a Star Wars Fishing Combo Set as pictured.

JUST MISSED THE FIRST TEN GROUP, NO WORRIES AS THE NEXT 40 YOUTH SUBMITTING A FILLED SHEET RECEIVES:

A Star Wars Fishing Combo Set as pictured.



DWC ONLINE STORE

To assist units with providing its customers with an online ordering system, the Council has established an online store. Below is the link to the store or scan the QR code to the right.

<http://bit.ly/dwc-syrup-sale>

Please note the following:

- Credit Cards are accepted and is requested the customer pick up the related credit card fees.
- DWC is not responsible for delivering the product to the customer.
- All products will be delivered to the unit for distribution to their customer
- DWC will provide units with a report of all online sales to facilitate delivery
- Earned commissions will be credited to the unit's account
- It is important the customer knows the Scouts name; unit type and number so proper credit is given.



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
April 30, 2021
Times to be arranged

Other accommodations may be made if requested in advance.



TIMELINE

EVENTS AND DATES:

- ZOOM Information Meeting – Tuesday, February 16, 2021 – 7:00 PM to 8:00 PM & Saturday February 20, 2021 – 9:00 AM to 10:00 AM
- Sale Dates – Now to April 17, 2021
- Orders Due – April 17, 2021
- Order Pick-up – Friday, April 30, 2021 Camp Carpenter, 300 Blondin Road, Manchester, NH (times to be arranged) Other arrangements may be made if requested in advance.
- Payment Due – June 15, 2021