

# Fundraising Sales Tips for Boy Scouts

*So, you're planning to sell a product or event tickets to help raise some money.*

## What is the best way to go about doing it?

- **Look Sharp, Be Sharp, Sell a lot!** Normally when we sell something in Scouting, we are not allowed to wear our uniform. But for popcorn, you can! Wear a sharp uniform with your neckerchief, tuck in your shirt, comb your hair, wash your face and hands. Clean out and trim your finger nails. Look at yourself in the mirror - Would you buy from you! Remember, you are representing not only yourself but also your unit and the Boys Scouts of America.
- **Get to know your product(s).** Be prepared to answer your customer's questions like: What are you offering? What does it do? Who makes it? What comes with it? What if I'm not happy with it, can I return it? Does it come in any other colors? Who does it profit?
- **Speak up and distinctly.** If they can't hear you or understand what you are saying, why would they buy from you!!! Don't use slang, never any foul language and keep a smile on your face.
- **Be courteous.** Using words like *Yes Sir, No Sir, Thank You very much for your (purchase, time, or support)* goes along ways to make a great impression and lasting memory! They may not buy something from you this time, but if they remember you kindly, the next time they might. (Don't poison a well you may wish to drink from again!)
- **Look your customer in the eyes when you talk or they talk to you.** This can be a hard one to get used to especially for a younger scout, but it's respectful and says "I'm listening to you and want you to listen to me.
- **Introduce yourself and your organization.** Good evening, my name is (*your Name*), I'm from Troop \_\_, here in (*Your town*). Our Troop is having a fundraiser to (*do what*). Would you be interested in helping us by purchasing (*our product or tickets to our event*).
- **Know what the profits are going to be used for.** Is it going into your Troop account? Are they going to a worthy cause? Can I just make a cash donation?
- **Know when you are going to deliver the product or when the event is.** Is there a rain date for the event?
- **Don't sell alone!** When Dad and Mom were your age maybe they could, but nowadays don't risk it! Remember the Buddy System and Youth Protection.
- **Bring your own Equipment and Samples:** Order forms, two pens, a Clipboard for your customer to fill out the form on, possible samples or pictures of your product and some small bills to make change. (*You may need to ask Mom or Dad for your initial change money – Just remember to pay them back!*)
- **Sell during day light hours.** Saturdays and afternoons on Sundays, after school and after supper. Try not to bother people's meals.
- **Use the driveway, sidewalk or path.** Don't cut across someone's yard.
- **NEVER for any reason go into someone's house or car.** Thank them for their offer, but stay outside! If you need to use the restroom, go home or use a public restroom.
- **Safeguard your money.** Hopefully, you've collected a lot of money selling today. What should you do with the money? – Count it and make sure it equals what you've sold, then give it to your Mom or Dad for safekeeping until you can turn it in at the next meeting.

## Steps to Success

- **Listen to the training, so you'll have a fun and a safe Fundraising sale** whether its popcorn, wreaths, candy, spaghetti dinner tickets or whatever.
- **Make sure checks are made payable to whatever your Troop Treasurer needs,** so they can be deposited into your unit's checking account and make ONE check out to the council or to your Scout account.
- **Get the word out.** Use a mini-order form or handout for your religious or charter organization's bulletin or make a flyer you can hand out after services or at your parent workplace, if you've received prior permission. Ask – Don't assume!

- **Can your product be used as gifts** for teachers, co-workers, neighbors, babysitters, and relatives – Tell your customers!
- **Make every effort to deliver as promised** – If you can't, tell your customer when you will and that you are doing everything to make it right!
- **Remember to make your sales before the scheduled product turn-in day** and end of sales deadline.
- **Place your orders on-time and schedule your pick-up time.** Don't wait for the meeting to start if you could have called whoever is holding the product – They might be able to bring you what you need with them to the meeting or get it to you. They don't read minds – call them.
- **Follow up the sale.** When you deliver the product, attach a “*Thank You*” note with a salutation and thank you, (*your Name*) from (*Your Unit*) at (*Where you meet*)” and a sentence about being able to contact them again next year.

### Share these tips with your Scouts and parents

- **Site Sales** - Set up a product or event booth after your religious service(s) or outside a place people go on Saturdays and Sundays. Ask permission to do so prior to selling.
- **Ask your chartered organization for their support in helping you with your sale** (*bulletins, newsletters, location for product or event posters announcing your sale and contact persons*). Just make sure you go back and take down your posters after the events or sale.
- **Advertise your event or sales.** Get the word out! Don't forget the local and social media.
- **Ask parents or relatives to consider your product** as an employee or neighbor's holiday gift or other form of recognition or appreciation gift for their fellow employees.
- **Contact your customers from last year and ask them if they would like to order from you again.** Also ask if they have any friends who would like to support Scouting by purchasing your product or attending your event.

### Safety – Be Prepared!

- **Be seen and use the buddy system.** Don't take shortcuts home.
- **NEVER for any reason go into someone's house or car.** Thank them for their offer, but stay outside!
- **Be aware of your surroundings.** If someone is hanging out around you and you don't feel right or safe. Run. Yell. Make a lot of noise. Attract attention. Try not to run to a secluded area. In most instances of an attack, the assailant attacks when the victim is alone or the assailant perceives to place the victim at a disadvantage. Make the assailant change their plan.