**Concept**: A pancake breakfast is a fairly simple fundraising event that can be planned in just a few weeks. Organize a pancake breakfast or even a pancake supper as a way to promote and sell Scout’s Own Products.

**Planning**: The first step is deciding where and when to hold the event. Many possibilities include church-related function, school cafeteria, union hall, youth sports season or tournament, or a chartered organization function.

A suggested time to organize a pancake breakfast/supper would be in conjunction with the Christian holiday, Shrove Tuesday also known as Pancake Tuesday or Fat Tuesday. (This year, Pancake Tuesday falls on February 25, 2020.)

**Permitting**: Check with your municipal/county government for food handling permitting rules and licensing.

**Volunteers**: After meeting with your unit’s committee, deciding you want to run a pancake breakfast/supper, and finalizing your plan (such as date(s), location, logistics, etc.) you’ll need leaders, parents and Scouts to help bring it all to life. Below is a list of jobs that need to be done for a successful breakfast/supper.

After everyone has signed up (pro tip: use signup genius), we would suggest posting and/or emailing a list detailing the roles of each volunteer, parent, or Scout to assist with the event.

The Maitre Die runs the front of the house: directs the servers, checks in with people eating to make sure everything is alright, reports to the organizer if there are any big issues. Essentially, the person in this role will be the second hand to the event organizer, and helps to ensure things run smoothly, and that all assigned roles/duties are being covered on the day of the event.

Suggested positions needed: event organizer, Maitre Die, cashiers/ticket takers, greeters, table/chair set up, decorators, food prep, cooks, bus-er/servers, clean-up crew, product sales table leader

**Promotion**: After you’ve decided you want to run a pancake breakfast/dinner, you will want to advertise it. Use all forms of social media to spread the word. Ask your friends and event participants to help create awareness for your pancake breakfast. Facebook events are also good, but the old-tech of posters can be just as effective. Create a press release for local newspapers, magazines, radio stations, and websites. Reach out to your Unit Serving Executive to assist with flyer printing. Utilize Facebook’s geofencing advertisement options (they cost a little extra money, but you will make that back and more when you have a successful event and product sale).

Readymade print ready posters from [www.scoutsown.com](http://www.scoutsown.com) are available for units.

**Ticket** **Price**: Set a ticket price that is attractive and affordable, that covers the expenses and desired net to the unit. While the event is a great way to make money to fund the unit, the goal is to promote and sell Scout’s Own Products. Utilize Scouts to sell tickets and pre-purchased Scout’s Own products prior to the event. By selling as many advance tickets as possible, you’ll be able to better estimate food quantities.

**Menu:** Keep it simple!A simple menu may include: pancakes with butter & syrup, sausage, juice, milk, and coffee with cream and sugar. Add in disposable plates, forks, knives, spoons, cups (coffee & juice), and napkins. You can also solicit food or paper good donations from local groceries, party supply stores and breakfast establishments. (pro tip: At checkout, let your cashier know that you are making a purchase for a Scouting event. Most companies will give you a tax break and/or a discount.)  
  
Scout’s Own Pancakes – just add water  
Toppings for pancakes: strawberries, powdered sugar, chocolate chips, butter

Scout’s Own Maple Syrup (to add to pancakes AND to sell bottles to attendees to take home)  
Sausage links – brown and serve  
Apple sauce  
Orange Juice  
Coffee  
Hot Cocoa  
Water

**Cooking Supplies:** Be sure to bring your own supplies, or confirm that you can use supplies that will be available at your venue for the event.

**Kitchen**  
3 Pitchers (for pouring pancake batter) or squeeze bottles  
4 Griddle Pans (for pancakes)  
3 Serving spoons for (1 for each condiments bowl)  
4 Big heating pans (chaffing dishes can be useful if you are serving a large crowd; but if your cooks are fast, it can be easier to simply fill up a large plate with pancakes and cover it to keep the warmth in. This only works if the pancakes only have 10 minutes or under between griddle and being eaten)  
4 Spatulas  
3 Tongs for cooking sausages  
3 Griddles for cooking sausages (can also use baking sheets and an oven)

**Serving**2 serving dishes (1 for pancakes, 1 for sausages)  
3 condiment bowls (1 for chocolate chips, 1 for powdered sugar, 1 strawberries)  
2 serving forks (1 for pancakes, 1 for sausages)  
1 medium bowl (for apple sauce)  
1 serving spoon (for apple sauce)  
Plates  
Forks/Knives/Spoons  
Cups  
Gloves, hair nets

**Decorations:**Brightly colored plastic table-clothes  
Confetti to decorate the tables  
Streamers for the walls (remember to bring painter’s tape)  
Big, silly-looking flowers (plastic you can reuse next year or real)  
Old Scout patches or books on tables  
Display board of Scouting activities

Scout’s Own promotional materials & products

**Quick Tips:**

* Post flyers in supermarkets, delis, community centers, schools, churches and food-oriented locations.
* Charge different amounts for tickets purchased in advance or at the door and offer adult, child & family rates.
* Contact your local health inspector to determine local regulations, like using food handling gloves; ask if they have to inspect the place before you can serve your meal.
* Supply the local schools with flyers to be sent home in the student’s backpacks. If your breakfast is on weekend, ask local churches to announce your pancake supper at the end of their service to encourage spontaneous walk-in sales.
* Start big coffee pots early, they take longer than you think to heat up.
* Keep pancakes warm in crockpots; cook meat first and store it in the oven to keep warm (at the correct temperature to meet health regulations).
* Have plenty of Scout’s Own Products on hand to sell. Utilize Scouts to walk around the tables and ask for support with a purchase.