# SCOUT'S OWN™ PRODUCTS

## LEADER'S GUIDE

BOY SCOUTS OF AMERICA®
LAKE ERIE COUNCIL

# SCOUT'S OWN PROGRAM

The Lake Erie Council is pleased to kick-off the second annual council-wide Scout's Own Program. The intent of the Scout's Own Program is to allow Scouts, in raising funds, to pay for their summer Scouting program. This includes purchasing camping equipment such as tents, backpacks, and sleeping bags, as well as sending Scouts to Adventure Camp and Resident Camps.

# SCOUT'S OWN STORY

For decades, the woods of Beaumont Scout Reservation in Northern Ohio have provided some of the happiest memories to Scouts throughout the region. Scouts have explored, camped, built fires and hiked through the 1,200 acres of land. Currently, over 7,000 maple trees are tapped to produce 150,000 gallons of maple sap each season at camp. Scouts have the opportunity to learn more about the history and process of making maple syrup at camp and through specialized programs. They can then put their entrepreneurial skills to work by selling Scout's Own to fund their Scouting adventures!

# SAP CAMP

**DATES:**

February 23, 2019, 10:00 A.M. - 3:00 P.M.
Beaumont Scout Reservation
March 9, 2019 - 10:00 A.M. - 3:00 P.M.
Beaumont Scout Reservation

**COST:**

$15.00 per Scout, $10.00 per adult

**CONTACT:**

Please contact Phil Williams for more information Philip.Williams@scouting.org.

Everyone loves maple syrup on their pancakes, but few know why it is such a premium product. For example, did you know that takes around 43 gallons of sap to make 1 gallon of maple syrup? Scouts will learn how to tap a tree and how much energy it takes to boil all the sap down to make syrup.

Come to Beaumont Scout Reservation to learn about the history and process of making maple syrup from our very own trees at camp!

Learn more at https://scoutingevent.com/440-sapcamp2019.

For those units that pre-order 20 cases of Scout's Own Maple Syrup the will attend Sap Camp for FREE.

# PRODUCTS

We are excited to announce that Scout's Own has expanded beyond just maple syrup. This year we are introducing a locally produced pancake mix available for units to sell.

### MAPLE SYRUP:

- Pure
- Grade A
- Dark color
- Robust taste

*$12.00 a bottle*

*($5.00 back to local unit)*

### PANCAKE MIX:

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

*$10.00 a bag*

*($4.00 back to local unit)*

### SPECIAL RESERVE:

- Pure
- Grade A
- Amber
- Superior taste

*$25.00 a bottle*

*($10.00 back to local unit)*

# ORDERING

Two ordering dates are available for your convenience (March 4th and March 18th). Orders will need to be placed at www.scoutsown.org. Units needing additional product after the two ordering dates should contact Heather - heather.mcmillan@scouting.org.

# WHY SELL SCOUT'S OWN MAPLE SYRUP?

### SCOUT'S OWN HELPS PUT THE "OUTING" IN SCOUTING:

- Adventure Camps for Cub Scouts located at Firelands Scout Reservation and Camp Stigwandish
- Cub Scout Resident Camp for Cub Scout located at Firelands Scout Reservation
- Webelos Exploration Camps for Webelos located at Firelands Scout Reservation
- Summer Camp the highlight of a Scouts BSA year located at Beaumont Scout Reservation

### THE VALUE OF SELLING SCOUT'S OWN:

*(Listed below are the approximate costs of each of these items.)*

- Adventure Camp - $149 = 30 bottles
- Cub Scout Resident Camp - $185 = 47 bottles (Early Bird Price)
- Webelos Exploration Camp - $235 = 47 bottles (Early Bird Price)
- Scouts BSA Resident Camp - $300 = 60 bottles (Early Bird Price)

### 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 Scout's Own program is an approved Unit Money Earning Activity sponsored by the Lake Erie Council. 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, adventure camp). Best methods show that a unit should establish 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 Scout's Own Information/Launch.
- 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. "We should like to have our campaign wrapped up by next week." If given three months to sell, and sell everything the last week anyway.
- Order and pick-up the product you want to sell. Additional product can be ordered at any time during the sale.
- 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 attend camp with the proceeds of the product sold.

# UNIT SCOUT'S OWN KICK-OFF

### THE OBJECTIVE FOR UNIT SCOUT'S OWN KICK-OFF IS SIMPLE:

- Get Scouts excited about camping
- Ensure parents are informed about why their Scout should attend camp
- Each unit funding coordinator can make orders for the Scout's Own Program
- Order your unit's Scout's Own products by registering online at www.scoutsown.org

### SCOUT'S OWN MAPLE SYRUP KICK-OFF SAMPLE AGENDA:

1. Opening with music, cheers and excitement
2. Ensure each Scout signs out at least 24 bottles of Scout's Own Maple Syrup
3. Explain commission: each Scout gets $5 per bottle or $4 per mix to use for summer camp
4. Review summertime camping opportunities in the Lake Erie Council: Adventure Camps, Scouts BSA Resident Camps, Cub Scout Resident Camp, Webelos Exploration Camps
5. Review goals and key dates
6. Scout training – role play
7. Taste testing the products
8. Cover safety and courtesy tips
9. 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 a Scout go to camp. 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 Scout's Own 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!

# PICK-UP

When ordering cases of Scout's Own, unit coordinators should indicate the pick-up location.

**THE THREE PICK-UP LOCATIONS ARE:**

**Great Lakes Mall**
7850 Mentor Avenue
Mentor, OH 44060
March 11 & 25, 2019
3:30 P.M.-6:00 P.M.

**Lake Erie Council, Unit Service Center**
2241 Woodland Avenue
Cleveland, OH 44115
March 12 & 26, 2019
10:00 A.M.-4:00 P.M

**Avon United Methodist Church**
37711 Detroit Road
Avon, OH 44011
March 12 & 26
3:30 P.M.-6:00 P.M.

Units needing additional product after the two ordering dates should contact Heather McMillian - heather.mcmillan@scouting.org.

# RETURNS

Scout's Own products can only be returned in full, unopened cases by April 24 to the Lake Erie Council, Unit Service Center. Returns cannot exceed 15% of your total order.

# TIMELINE

**EVENTS AND DATES:**

- Scout's Own Maple Kick-Off & Information Meeting - Monday, February 11, 6:30 P.M.-7:30 P.M. Bay United Methodist Church, Bay Village
- Scout's Own Maple Kick-Off & Information Meeting - February 12, 2019, 6:30 P.M.-7:30 P.M., LEC Unit Service Center, Cleveland
- Scout's Own Maple Kick-Off & Information Meeting - February 16, 2019, 12:30-P.M.-1:30 P.M., Lakeland Community College, Kirtland
- Sap Camp - February 23, 2019, 10:00 A.M.-3:00 P.M., Beaumont Scout Reservation
- Unit Scout's Own Kick-Offs - February 25-28, 2019
- Sap Camp - March 9, 2019 - 10:00 A.M.-3:00 P.M., Beaumont Scout Reservation
- Orders Due - March 4, 2019
- Order Pick-up - Monday, March 11, 3:30 P.M.-6:30 P.M., Great Lakes Mall
- Order Pick-up - Tuesday, March 12, 10:00 A.M.-4:00 P.M., Lake Erie Council, Unit Service Center
- Order Pick-up - Tuesday, March 12, 3:30 P.M.-6:30 P.M., Avon United Methodist Church
- Order Pick-up #2 - Monday, March 25, 3:30 P.M.-6:30 P.M., Great Lakes Mall
- Order Pick-up #2 - Tuesday, March 26, 10:00 A.M.-4:00 P.M., Lake Erie Council, Unit Service Center
- Order Pick-up #2 - Tuesday, March 26, 3:30 P.M.-6:30 P.M., Avon United Methodist Church
- Product Returns - April 24, 2019
- Payment Due - April 30, 2019

WWW.SCOUTSOWN.ORG

BOY SCOUTS OF AMERICA®
LAKE ERIE COUNCIL