



Introducing *Scout's Own Maple Syrup*

The Lake Erie Council is pleased to kick-off the first annual council-wide ***Scout's Own Maple Syrup*** program. The intent of the ***Scout's Own Maple Syrup*** 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.

Beaumont Maple Sap

The ***Scout's Own Maple Syrup*** program is possible because of the numerous number of maple trees at Beaumont. Several years ago, the Council was approached by some entrepreneurs who leased the trees on the north side of the main road for Maple Sap production. After several years of observing their process, we learned that we could manage the process ourselves. Through a generous gift from the Gries family, we were able to purchase the equipment to get the ***Scout's Own Maple Syrup*** Program up and running. Beaumont has around 9,200 taps in this section of the woods, meaning in an ideal year we can produce up to 150,000 gallons of maple sap. This, in turn, means close to 2,700 gallons of ***Scout's Own Maple Syrup***. Scouts in the Lake Erie Council who sell ***Scout's Own Maple Syrup*** will have a direct connection to the environment in which it is produced.

DETAILS

Scout's Own Maple Syrup will be priced at \$12 for an 8oz bottle. Each bottle will have a profit margin per bottle of \$5. Syrup will be available to Packs, Troops, Crews, Ships and Posts in cases of 12 bottles.

The value of selling ***Scout's Own Maple Syrup***:

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

Magical Summer Adventure Camp - \$149 = 30 bottles

Cub Scout Resident Camp - \$175 = 40 bottles (Early Bird Price)

Webelos Exploration Camp - \$225 = 45 bottles (Early Bird Price)

Boy Scouts Resident Camp - \$275 = 55 bottles (Early Bird Price)

Scout's Own Maple Syrup Timeline

- ***Scout's Own Maple Syrup*** Kick-Off & Information Meeting
Wednesday, February 21, 2018
Tuesday, February 27, 2018
@ Unit Service Center – 6:30 PM
- Sap Camp @ Beaumont Scout Reservation
Saturday, February 24, 2018
Saturday, March 10, 2018
- Unit ***Scout's Own Maple Syrup*** Kick-Offs
March 12-16, 2018
- ***Scout's Own Maple Syrup*** Sale Begins
Monday, March 12, 2018
- Case Order Dates
Thursday, March 15, 2018
Thursday, March 29, 2018
Thursday, April 12, 2018
Monday, April 30, 2018

- Last Day to return full cases
- **Scout's Own Maple Syrup** Sale Ends
- Final Payment Due

Wednesday, April, 25 2018

Monday, April 30, 2018

Tuesday, May, 15, 2018

Why sell **Scout's Own Maple Syrup**?

Scout's Own Maple Syrup helps put the "outing" in Scouting

- Magical Summer Adventure Camps for 1st – 5th grade Boys and Girls located across Northeast Ohio
- 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 Boy Scouts year located at Beaumont Scout Reservation

Scouts who have a summer camp experience:

- Stay in Scouting longer
- Develop strong personal values and character
- 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 Maple Syrup** 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.

Scout's Own Maple Syrup Sales Strategy

Set a Unit 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 units should establish a unit goal and then develop a per Scout expectation. Think in terms of 30 bottles of syrup (Magical Summer Adventure Camps) or 55 bottles of syrup (Boy Scout Resident Camp), minimum.

1. Start with our families! Each family should be encouraged to purchase 4 bottles (\$48.00). Their son will earn \$20 for camp!
2. Mom and Dad should easily be able to sell 10 bottles each at work....Another \$50 for their son!
3. Scouts should easily be able to sell 10 bottles to neighbors ... Another \$50.
4. Scouts should coordinate sales times in front of high traffic areas (stores, banks, churches, etc.) ... Another \$50 for the Scout!
5. If your unit has a pancake breakfast, you can pre-order bottles to sell at the door.

6. TOTAL possible commission for the Scout (as mentioned above)....\$170
7. Encourage every Scout to earn their way to camp!!

Conduct an ENTHUSIASTIC Kick-Off! A boring and dreary sales pitch to the Scouts and Families will result in boring and dreary commissions! Dream BIG!! Small dreams have no magic!!

Be VERY clear with parents as to what the money earned will be used for, CAMP!

Create a sense of urgency! People react to deadlines. "We would like to have our campaign wrapped up by next week." If given three months to sell, families will take three months to sell, and sell everything the last week anyway.

Unit ***Scout's Own Maple Syrup*** Kick-off

The objective for unit ***Scout's Own Maple Syrup*** 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 Maple Syrup*** Program.

Order your unit's ***Scout's Own Maple Syrup*** by registering online at www.scoutingevent.com/440-ScoutsOwnSyrupSale

How can you ensure a successful kick-off?

- Make sure the Kick-Off has maximum attendance
- Be prepared to discuss summertime camping opportunities in the Lake Erie Council
- Make sure every Scout receives 2 cases of ***Scout's Own Maple Syrup*** (24 bottles)

Scout's Own Maple Syrup kick-off sample agenda:

1. Grand 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 to use for Summer Camp!
4. Review summertime camping opportunities in the Lake Erie Council: Magical Summer Adventure Camps, Boy Scout Resident Camps, Cub Scout Resident Camp, Webelos Exploration Camps
5. Review Goals and Key Dates
6. Scout Training – Role Play
7. Cover safety and courtesy tips
8. Big Finish – Send Scouts and parents homes 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!

Return Policy

Scout's Own Maple Syrup can only be returned in full, unopened cases before April 25, 2018. Returns cannot exceed 15% of your total order.

Supplemental Orders

The council will order **Scout's Own Maple Syrup** based on the orders submitted to 247scouting. Additional cases may be ordered by visiting the Order Website: www.scoutingevent.com/440-ScoutsOwnSyrupSale

Pick-Up

When Ordering cases of **Scout's Own Maple Syrup**, unit coordinators should indicate the pick-up location.

The 3 pick-up locations are: Beaumont Scout Reservation – Augustus Training Center

Firelands Scout Reservation – Scout Store

Lake Erie Council, Unit Service Center

