

2012 Candy Bar Sales Guide



Complete guide on how to have a spectacular Candy Bar Sale in 2012!

This Sales Guide has been developed to help your unit increase its benefits from the Candy Bar Sale. This fund-raiser is very easy for your unit. Your Candy Bar Chair will find the information and answers to their questions in this guide book.

The candy sale runs from February 10 – March 20.

Unit Candy Bar Sales Guide

Northern Lights Council
Boy Scouts of America
301 South 7th Street
Fargo, ND 58103
701-293-5011 / 877-293-5011

EVERYONE WINS WITH CANDY BARS!!!! WHAT CANDY BARS MAKE POSSIBLE

Fundraising plays an important role in supporting our units and the Northern Lights Council. This sale is intended to help Scouts earn their way towards camp. A portion of every sale goes to support the operating budget of our council which makes many of the services we have become accustomed to possible. Here are some examples:

- Free training for adult leaders, so that the Scouts have the very best leadership possible.
- Continued development of programs and facilities at Camp Wilderness, Heart Butte, Big 4, and Camp Brantner.
- A video library available for check out to help leaders make Scouting fun!!
- A Council Service Center that is available to directly help unit leaders and parents of Scouts.
- Free Rank Advancements for Journey to Excellence Units.

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STEPS TO SUCCESS FOR YOUR UNIT SALES

1. Train your Scouts. Brief them on proper sales techniques as well as public courtesies and safety. The community will support Scouting given the opportunity.
 - **ALWAYS** walk on sidewalk and driveway, not through the yard.
 - **ALWAYS** sell with another Scout or with an adult.
 - **NEVER** sell after dark unless you're with an adult.
 - **DON'T** carry large amounts of cash.
 - **NEVER** enter anyone's house.
 - **ALWAYS** smile and introduce yourself.
 - **ALWAYS** tell your customers why you are selling candy bars.
 - **ALWAYS** wear your uniform and be courteous.
 - **ALWAYS** say **THANK YOU!**
2. Encourage parents to sell at their place of employment.
3. Sell to immediate family such as Grandparents, cousins, and siblings.
4. Visit with local businesses to have your unit sell candy at the front door.
 - Walmart
 - K-mart
 - Local Gas Stations (especially truck stops)
 - Outdoor stores like Scheels, Cabelas, and Gander Mountain
 - Pet Stores
 - Grocery Stores
5. Use the coupons on the candy bars as a good selling point.
6. **MAKE IT FUN** and **EXCITING!!**

Coupons

- Buy one 13 inch pizza get one free Pizza Corner Pizza
- \$3 off a deluxe car wash at Stop and Go for Districts 1, 3, and 5

Improvements, Changes, & Price

❖ **Product This Year**

- Based on feedback from unit leaders and parents we are selling 2 King Size Bars wrapped together. You will have a choice of Hershey's Milk Chocolate or Reese's Peanut Butter Cups for \$5 per wrapped candy bars.

- ❖ The case sizes this year are 9 wrapped bars per box of Hershey's Milk Chocolate and 12 wrapped bars per box of Reese's Peanut Butter Cups.

❖ **Youth Incentives**

- Boy Scouts will earn \$1.35 for every wrapped candy bar sold.
- Cub Scouts will earn \$1.15 for every wrapped candy bar sold and they can also earn prizes. The prize sheet will be mailed to each Cub Scout by the beginning of February.

❖ **February 10th**

- This is the date that the sale starts across the council. Candy will be handed out at your Roundtable in February.

❖ **Full Case Program**

- Each time a Scout sells a full case of candy, they can be entered into a drawing.
- *During the month of February*, every time a Scout sells a case of candy they can turn in a bonus entry for full cases sold for the grand prize drawing.
- The entry form is located on page 6 of this packet. Mail the form to:
Northern Lights Council
Attn: Candy Bar Prizes
301 7th St S
Fargo, ND 58103

❖ **2012 Time Table**

- The sale will start on February 10th and end on March 20th in all Districts.
- This will allow units time to get candy out to the Scouts and collect money at the end of the sale before it is due to be turned in.
- At the end of the sale, only full cases of candy can be returned.
- Check with your District to find out the specifics on receiving candy and turning money in at the end of the sale.

❖ **April 4th Drawing**

- \$25 Walmart Gift Card
- \$25 Best Buy Gift Card
- 1 Free Trip to a NLC Summer Camp
- 32 inch Flat Screen TV

CANDY BAR DISTRIBUTION

- ❖ Most Districts distribute candy bars at Roundtable. Check with your District for the exact location for distribution.
- ❖ Each Unit needs to let your candy bar chair know how many cases of each kind of candy you would like by January 20th.
- ❖ If a unit needs more candy bar cases, they need to contact the District Candy Bar Chair for more cases. Please make sure that all candy bars have been sold within the unit before asking for more.

HOW TO SELL 2 CASES OF CANDY IN ONE WEEK

<u>MONDAY</u>	<u># Customers</u>
Sell a bar to your mom and another to your dad	2
<u>TUESDAY</u>	
Scout sells to neighbors on both sides of their house and across the street	4
<u>WEDNESDAY</u>	
See if Mom can take you in uniform to her work, club, school, Church, etc.	4
<u>THURSDAY</u>	
See if Dad can take you in uniform to his work, club, school, Church, etc.	4
<u>FRIDAY</u>	
Call your Grandmas, Grandpas, Aunts, & Uncles	4
<u>SATURDAY</u>	
Visit homes on the next block with Mom, Dad, or another Scout	6
TOTAL CUSTOMER SALES IN ONE WEEK	= 24

UNIT TIPS FOR A SUCCESSFUL CANDY BAR SALE

- ❖ Pick a Candy Bar Chairman person
- ❖ Educate the parents on the direct benefits to them – i.e. Timmy sells \$x amount and gets to go to camp. Explain why this is such an important fundraiser, state goal, uses, explain the prize program, achievements that can be earned, etc. Show how easy it is to sell at least 1 case of candy.
- ❖ Have a big kick-off for the Scouts to get all materials and product and **get everyone excited to sell!**
- ❖ Have a unit “Blitz Day” where every Scout in the Unit goes out selling and whoever sells the most that day gets a prize.
- ❖ The more people you ask - the more candy bars you will sell.
- ❖ Set-up a table at a local business to help the Scouts sell candy bars.
- ❖ Not every house will buy so do not become discouraged.
- ❖ Remember to point out the coupons as an addition to the candy bar.
- ❖ MAKE IT FUN AND EXCITING FOR YOUR SCOUTS!!

Prize Drawing on April 4th at 2pm at the Fargo Service Center.

**Write Scouts in each time they sell a case of candy.
Please cut this sheet along the lines for each Scout before mailing.**

Scouts Name: _____

Pack / Troop / Crew # _____ District _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: (_____) _____ - _____

Scouts Name: _____

Pack / Troop / Crew # _____ District _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: (_____) _____ - _____

Scouts Name: _____

Pack / Troop / Crew # _____ District _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: (_____) _____ - _____

Scouts Name: _____

Pack / Troop / Crew # _____ District _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: (_____) _____ - _____