

BOY SCOUT WREATH FUNDRAISER GUIDE



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WHY BOY SCOUTS + EVERGREEN INDUSTRIES

Wreaths have become a valuable fundraising tool for many Boy Scout troops, allowing them to raise money by offering an eye-catching product that is in demand during the holiday season.

Many don't realize Evergreen Industries and the Boy Scouts have a long history of working together. The working relationship began in the early 1960s, when a young man came up with the idea to sell wreaths in order to raise money for his Boy Scout troop.

At the time, local troops frequently worked with florists to come up with items to sell to residents. Joe Ahern's success at selling wreaths door to door inspired him to help other scouts earn money for their own troops.

Ahern approached a troop in a nearby neighborhood and told them his idea. They began selling wreaths as part of their own fundraisers and continue selling wreaths today.



Over the years, Evergreen Industries has often been asked for advice on how to host a successful fundraiser. Careful planning and open communication helps ensure a fundraiser's success.

The information that follows has been carefully gathered by the Evergreen Industries team in hopes that your Boy Scout troop's next fundraiser is the best yet!

THE VALUE OF FUNDRAISING

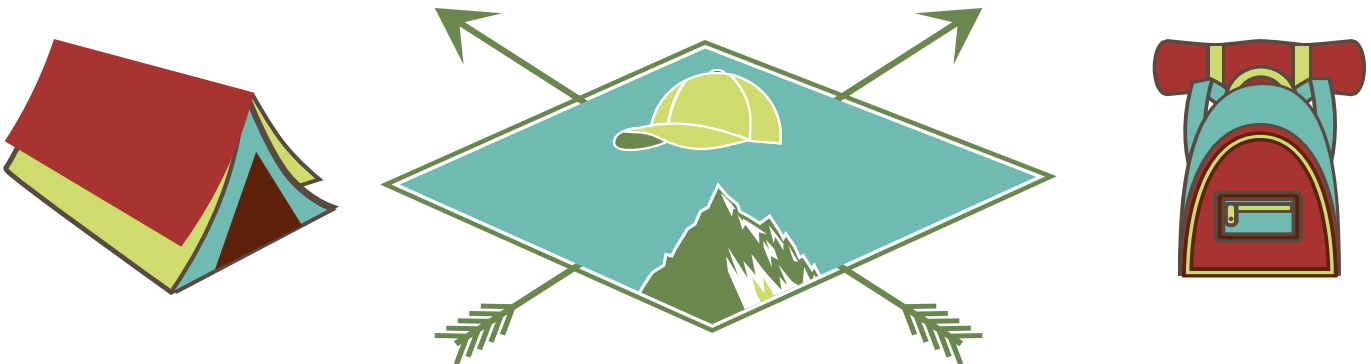
Being a Boy Scout has far more meaning than money can buy, however, many activities of a Boy Scout troop require financial support.

For example, for a Boy Scout, merit badges are the quickest way to achieving Eagle Scout status. There are more than 130 different merit badges, covering everything from bugling to stamp collecting, each geared toward helping young scouts learn and grow.

The goal of any troop is to find opportunities for scouts to earn badges, both as part of their regular troop meetings and through excursions and work within the community.

Through traveling with their troops on camping trips and other adventures, Boy Scouts gain experience they can then put toward earning a badge. Merit badges for activities like camping, whitewater rafting, scuba diving, and golf require a certain number of hours of participation in the activity in addition to oral presentations on the topics.

While some Boy Scouts can get this experience individually, troops can help members by taking them on trips that facilitate the activities they need to earn badges.



For many troops, fundraisers are a popular way to raise the funds necessary to help finance these trips.

Because of the reputation and connection with the community Evergreen Industries has established over decades, many troops find that community members eagerly anticipate the time of year when wreaths will be sold, requesting them months in advance of the fundraiser's beginning.

GUIDELINES TO FOLLOW THROUGHOUT FUNDRAISING



Boy Scouts of America's rules on money-earning projects, which means they must fit within certain guidelines. Here are a few things you should know before you put together your next fundraiser... but make sure to check out www.scouting.org for the full list.

- a) Basic scout needs are expected to be met through membership dues. Your fundraiser should fulfill an additional need, such as a trip that will provide badge-earning opportunities, instead of simply raising funds to cover the cost of meetings. Each dollar earned must benefit scouting as described in the Rules and Regulations for the Boy Scouts of America.
- b) As a troop reaches out to community members for fundraising dollars, it's important that any campaigning not be in competition with another troop. This means if you intend on venturing into a neighboring city, you need to check to ensure that another troop isn't already conducting fundraising activities in that area.
- c) One rule that can seem confusing initially is the one that states that units are not permitted to solicit contributions for unit programs. Units are allowed to offer a product or service, but there must be a flat fee charged for that product or service.
- d) Prior to any fundraiser, troops must complete a Unit Money-Earning Application, which ask for the unit's money-earning plan. You'll be asked to estimate how much you'll earn from your fundraiser and how the money will be used.



The Boy Scouts of America Rules and Regulations outline more fundraising rules that may apply to your troop. By completing the application and having it approved by your council service center at least two weeks prior to your fundraiser, you'll ensure your fundraising efforts are fully in line with those regulations.

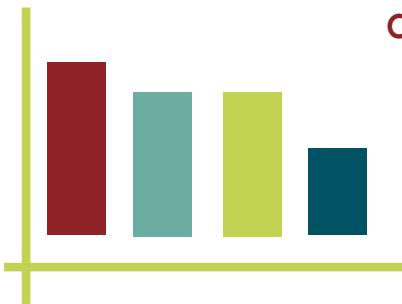


4 STAGES OF YOUR FUNDRAISER

1. PLAN YOUR FUNDRAISER

Beginning with a clear plan is the best way to start a fundraiser. When will it occur? How many people are involved? How much money are you hoping to raise? Who is your primary demographic, and how will you reach them?

How can you determine the answers to these questions?



a) **Use stats from last year:** If your group participated in a fundraising program last year, how much did you make? How far did it go? Were you able to accomplish what you wanted to accomplish with the funds? It's always a good idea to use historical data to inform your upcoming program. Also, take into account what your trips, outings and supplies costed last year.

b) **Map out your goals:** Make a spreadsheet of whatever it is you'd like this year's fundraiser to cover. If it's a big trip, outline how much it will cost per person, plus more for gear and supplies and misc. expenses. If you have last year's data, use that! Divide by how many people in your group will be fundraising to find each individual's fundraising goal.



c) **Price accordingly:** Once you've got an idea of what each individual's fundraising goal should be, you can figure out how to price your products accordingly. If you have numbers from previous years, reference those. Once you know how much money each seller needs to make on average, you can figure out about how many units each person needs to try to sell.

d) **Ask if buyers are coming back:** Did you have a really large order last year that you're thinking will probably happen again this year? Try to find out in advance if that'll be happening again. For instance, maybe a parent took an order form into work at a large corporation - will that be happening again this year? Or, maybe a hotel chain put in an order for several of their locations last year - do you have a contact there that you can ask about this year?

4 STAGES OF YOUR FUNDRAISER

2. PROMOTIONAL IDEAS

You may have done all the planning you could, but now is the true test – how will you get people to know about it? Better yet, how do you get them excited to take part?

Think about aspects like: What's unique about the area you live in? Are there upcoming events you could have a table at? Is there a neighborhood hangout where the owners would help you fundraise? Thinking about those details can sometimes help ideas spring right up. Also promote using...

Digital = Social Media & Beyond:



These days, social media is one of the best ways to get the word out about many things. Facebook and Twitter are great platforms for stirring up interest, especially if you live in a more populous, urban neighborhood. There are several neighborhood social sites popping up too, such as Nextdoor. Check to see if there's one for your neighborhood. Also, do you have a local paper? Ask if they'd be willing to post a small piece about your fundraiser in print/online.

Church Bulletins:

Are some of your group of fundraisers involved with a local church? They may be able to get the word out at church, either by word of mouth, a flyer, setting up a table, or getting a mention in the bulletin.

Neighborhood Functions & Events

If you're not allowed to set up a table to take fundraiser orders at community events, find out if you might be able to hand out small flyers with fundraiser information on them. Think beyond town festivals – sporting events and other evening events could be a great opportunity.



Do More Than Fundraise

Offer to do something beyond just collecting money and delivering the products. This could be raking leaves, picking up canned goods for donation, partnering with another group like Habitat for Humanity for a day, and anything else you can think of. This not only is great for your group and the community, but you'll be able to talk to more people about your fundraiser.



4 STAGES OF YOUR FUNDRAISER

3. TRAINING

Although your troop may have many wonderful and trustworthy members, it's always a good idea to discuss expectations for how they should fundraise. Besides advising them on proper behavior and general wording they could use, consider writing up a guide for them to follow on best practices for phone calls, emailing and door-to-door fundraising. This could include...



Time of day:

Many neighborhoods are ghost towns on weekdays, so that period immediately after school is usually off limits. Some neighborhood solicitors choose dinner time for their sales pitches, but the area between five and seven p.m. is questionable, since some people still aren't home during this time period. Additionally, residents may not enjoy having dinner interrupted, even if your Christmas wreaths are exactly what they're seeking. Saturdays are an ideal time to reach out to residents, since you'll will catch a large number of residents home during that time. You can also consider the time period immediately following dinner during the week, but if children are helping with your fundraiser, being out after dark may not be a good idea.

General rules to follow:

You'll start off on the wrong foot if you offend homeowners before you even get a chance to speak to them. The first issue is a legal one. Some cities have strict regulations about solicitation, even for nonprofits. Check to make sure you have the proper permits, if any are required, before you start knocking. You should also take note of any signs that read "No Soliciting" or "No Trespassing" and honor those signs. Walk away from any business or home that has such a sign without disturbing the occupants. Not only is flagrant disregard for these signs unlikely to get a positive response, it makes your organization look bad and could potentially result in a complaint to either the city or your organization's headquarters.

4 STAGES OF YOUR FUNDRAISER

4. FINISHING UP

You've done the majority of the work! Now how do you finish strong?

a) **Remind participants how delivery works:**

Make sure participants are aware of when their product will be delivered or available for pick-up.

b) **Encourage Scouts to thank their donors:**

When they deliver the products, make sure each participant is somehow thanked for helping out with your fundraiser. Include a little note or picture with the product that explains how thankful you are.

c) **Take care of your financial obligations:**

Nonprofit fundraising doesn't have to get tricky at tax time if you know the rules. It's important that a nonprofit's accounting team understand the IRS rules applying to fundraising dollars to avoid paying penalties later. We also suggest using automation tools like Intacct and Financial Edge NXT to track all your accounting.

d) **Debrief & ask questions:**

After the majority of your fundraising work is over, hold a meeting to debrief and discover what worked and what didn't. Were roles and responsibilities clear? What worked really well and why? Were certain people instrumental in your fundraiser's success? If so, do they have tips or suggestions for the group? Recap the event with a summary. That way, next year's committee can learn from your experience.



THE GRAND FINALE



And finally... **CELEBRATE!**

Whether your fundraiser helped you plan a trip, purchase or rent a larger space, or buy necessities for your group, it's time to reap the rewards of your successful fundraiser.

Make sure every troop member knows their effort were valued. Plan a party, hand out certificates to your scouts & remember to pat yourself on the back!



Check out our catalog of holiday wreaths & decorations at
www.evergreenindustries.com

