



BOY SCOUTS OF AMERICA®
HEART OF NEW ENGLAND COUNCIL

2021 Spring Unit Fundraiser

RIGHTRESPONSE
RESPONSIBLE FUNDRAISING

UNIT GUIDEBOOK



Prepared. For Life.™

2021 Right Response First Aid Kits

HOW THE FIRST AID KIT SALE WORKS:

- The First Aid Kit sale is a risk-free unit fundraiser designed to help youth and units fund their 2021 Scouting adventures (including summer camp).
- The kits are priced from \$15 – \$120.
- The participating unit will keep **40%** commission of their in-person sales (**35%** of online)!
- There is a kit available for everyone – homeowners, sports enthusiasts, pet owners, large families, and businesses! The kits make great Mother’s Day, Father’s Day, graduation, and any time of the year gifts. They are also great to have in sportsbags, backpacks, cars, purses, etc. Kits are non-perishable and can be gifted or delivered to family and friends at a later time.

2021 First Aid Kit Fundraiser Timeline:

<i>Week of May 3</i>	Kickoff presentation at District Roundtable. First Aid Kit fundraiser promotion via website, Facebook, Heartbeat
<i>May 3 - 11</i>	Units register to participate in the sale (Registration Link on HNE website under <i>Support Scouting / Spring Fundraiser Sale</i>)
<i>May 11</i>	First Aid Kit Spring Sale Begins
<i>Week of May 10</i>	Unit Orientation (Zoom meetings)
<i>Monday June 7</i>	Sale Ends – deadline for units to submit total order
<i>Friday June 11</i>	Deadline for submitting payments to HNE Council. (Units keep 40% commission from in-person sales, and submit the balance of their sales revenue to HNE Council).
<i>Week of June 21</i>	Pick-up/distribution of kits at the Council Service Center (394 Pleasantdale Road, Rutland MA 01543) Additional distribution locations are planned (Lancaster and Grafton)

2021 First Aid Kits At-A-Glance:

- 9 different first aid kits, ranging in price from \$15 - \$120
- 4 Kits (Auto, Outdoor, Sport, Pet) priced at \$15 each
- Other kits offered:
 - Home - \$30
 - First Aid for Life - \$30
 - First Aid Survival Kit - \$120
 - Workplace Kit - \$50
 - Scout Kit - \$18
- All kits are non-perishable and make great gifts! 🏆

How to implement a sales goal for your Unit:

1. Determine the Scouting programs your youth plan to participate in for 2021.
2. Set a “per youth” sales goal (number of first aid kits he/she should sell).
3. Set an overall unit sales goal.
4. Communicate unit needs clearly with each youth and parent:
 - a. Explain how the sale teaches youth the value of earning what they want
 - b. Explain exactly where the unit plans to allocate the revenue generated from the sales (i.e. individual youth camp fees, camping equipment, outdoor activity costs, etc.)
5. Communicate the Spring Unit Fundraiser calendar clearly with all youth and parents:
 - a. Conduct a Unit Kickoff
 - b. Have a turn-in deadline for money (i.e. one week before payment is due on June 11th)

Methods and Techniques to Increase sales for your Unit:

1. **Have a kickoff** – as with any fundraiser if the parents and youth are not excited you will not be as successful as you could be. Schedule the kickoff as close to the beginning of the sale as possible.
 - a. Emphasize what the Scouts will receive, the percentage of commission
 - b. Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the “per-Scout goal” is. How many kits/total sales needed to attend camp free. (*They will be much more interested when they know this information.*)
 - c. Get Scouts and families excited!
2. **Offer suggestions how Scouts can safely sell first aid kits:**
 - a. Phone Calls
 - b. Email
 - c. Create a one-page flyer with ordering instructions and place on doors or mailboxes to maintain social distancing
 - d. Social Media
 - People have learned to be creative during COVID while fundraising – Facebook, Instagram, etc.

- Google Forms – use the customizable Google Form to share and promote your unit fundraiser electronically, to family, friends, colleagues, etc.
- See example of a customizable Google Form on HNE Council Spring Unit Fundraiser webpage <https://hnebsa.org/support/first-aid-kit-sale/>
- Offer to teach parents to use Venmo, PayPal for taking payments.

3. Safety concerns

- a. Whichever method you use, always remember to follow BSA safety guidelines.
- b. Always sell with a family member or designated guardian.
- c. Never enter anyone's home.
- d. Never sell after dark unless you are with an adult.
- e. Don't carry large amounts of cash on you.

4. Courtesy Points

- a. Always wear your uniform... properly.
- b. Always walk on the sidewalk and driveway.
- c. Always smile and introduce yourself.
- d. Always tell your customers why you are selling First Aid Kits!
 1. Raising funds for Scout Camp or other Scouting Adventures,
 2. Especially during these uncertain times,
it's great to **Be Prepared... Like a Scout!**
- e. Always say thank you!
- f. Count change in front of the customer or confirm total on check.
- g. Collect money at time of order.
- h. Unit should decide how Scouts should submit their order with payments (i.e. – onecheck written to the unit for their complete order).

5. Uniform requirements

- a. The First Aid Kit sale is a Council sanctioned unit money earning project. As such, the Scout uniform should be worn. Be sure that the uniform is tidy and the Scout's appearance is neat, hair trimmed, hands and face washed. **A Scout is Clean.**

Sample Story pitch and Customer identification:

Hi, my name is (First Name Only) and I'm a Cub/Scout with Pack/Troop # ___.
 I'm trying to earn my way to (go to camp/pay for my Scout activities, etc.)
 I am selling first aid kits so everyone can "Be Prepared" at home/work for emergencies. May I count on your support?

**More effective than asking, "Want to buy a First Aid Kit?" ... don't you think?

One thing to remember is that you are selling Scouting and our motto is to BE PREPARED!

Council Contacts:

- Staff Advisor Patrick Hanrahan patrick.hanrahan@scouting.org 508-752-3769

Resources:

- **Council Website:** <https://hnebsa.org/support/first-aid-kit-sale/>
 - > Support Scouting > Spring Fundraiser – First Aid Kit Sale
- **Forms:**
 - **2021 Spring Product Sale Unit Sign-Up Form**
https://docs.google.com/forms/d/e/1FAIpQLScrf22YFBTCsYEBxhQ_DN1jGRle4-OzQ108xF3qKH1Fvz08w/viewform?usp=sf_link
 - **Scout Sales Tracking Spreadsheet (xls)** https://hnebsa.org/wp-content/uploads/2021/05/2021-First-Aid-Kit-Fundraiser_Scout-Sales-Tracking-form-1.xlsx
 - **Unit Final Order Form (xls)** https://hnebsa.org/wp-content/uploads/2021/05/2021-First-Aid-Kit-Fundraiser_Unit-Final-Order-Form.xlsx
 - **Parent First Aid Kit Sale Information (PDF)** <https://hnebsa.org/wp-content/uploads/2021/05/First-Aid-Kit-Sale-2021-Parent-Information-Sheet.pdf>
 - **2021 First Aid Kit Sample Fundraiser Letter (doc)** https://hnebsa.org/wp-content/uploads/2021/05/FamilyLetter_SpringUnitFundraiser.docx
 - **Right Response Sales Brochure (PDF)** <https://hnebsa.org/wp-content/uploads/2021/05/FirstAidKitSale2021Brochure.pdf>
 - **First Aid Kit contents list (PDF)** <https://hnebsa.org/wp-content/uploads/2021/05/FirstAidKitContentsList.pdf>
 - **Sample Google Docs First Aid Kit Sales Form for sales through social media (PDF): [Coming Soon](#)**

