



2022 SPRING UNIT FUNDRAISER

FREQUENTLY ASKED QUESTIONS

Q: Why is there a Spring Unit Fundraiser this year?

A: We've heard from unit leaders and families in Heart of New England Council (HNE) who are seeking additional fundraising options this year. In some cases, they're starting to fundraise for a new unit, or paying for camp attendance for their children, or to helping raise money for an upcoming unit trip.

A spring fundraiser was offered each of the past two years, however the pandemic circumstances severely limited unit participation. For 2022, the decision was made to offer a spring fundraising program more broadly. Units can sell Whitley's Nuts to assist Scouts in funding their adventures.

Q: How does the Spring Unit Fundraiser work? How can units participate?

A: Any registered unit in HNE can participate in the spring fundraiser. **Unit registration for the sale opens 9:00am on Monday Feb 21 at <https://hnebsa.org/support/spring-fundraiser/>**

Printed order forms will be available by late March, and Scouts can use these forms to take orders and collect payment from customers. Units can order product upfront to sell during the sale (i.e. Show & Sell or Show & Deliver), or they can wait to fill all their Scout orders at end of the sale (i.e. Take Order).

Q: How much profit can a Scout/Unit earn?

A: All participating units earn a minimum 35% commission on their entire sale.

In addition, units can qualify for bonus incentive:

- **BONUS 5% COMMISSION:** Units that have total sales > \$100.00 per registered youth (unit membership as of 01/31/2022) earn an additional 5% on their entire sale.
Example: Pack 987 (12 youth as of 01/31) sells \$2,000 of nuts. Average Scout sale = \$167 (\$2,000/12). Unit earns bonus 5% commission (additional \$100). Total return to unit = \$800 (40% of \$2,000).

Q: Do units have to pay up front for the product?

A: NO. Units only pay for what they sell. Payment is due by final product distribution on Saturday May 21st. Units order exactly what they need in containers (not full cases).

Units can order product upfront (Show & Sell). Units that choose to do Show & Sell are encouraged to order conservatively, to avoid having excess inventory after the sale concludes. Units will be allowed to return a maximum of 25% of their initial Show & Sell order.

Q: Can a unit return unsold product, like the popcorn sale?

A: YES, up to a maximum of 25% of their initial order. Product must be returned to Council Service Center on or before the deadline of Monday May 2nd. No returns will be accepted after this deadline. The unit is responsible for payment in full for their entire product order by May 21st.

Q: How do units place their product orders?

A: All product orders can be placed at <https://hnebsa.org/support/spring-fundraiser/>. Units that wish to have product up front (to sell directly to consumers) are strongly encouraged to place a conservative initial order. Only 25% of initial order can be returned, by the return deadline of May 2nd.

Units order the exact container quantities they need (no need to order in full cases). **First unit orders are due Monday March 21st**. Initial product distribution takes place Saturday April 2nd.

The deadline to place Final Orders is Monday May 9th. Orders will not be accepted after this date. Final product distribution will occur Saturday May 21st and payment in full is due the same day.

Q: Last year the spring fundraiser involved selling first aid kits. Why isn't this being offered again?

A: The priority for the spring fundraiser is on financial return for Scouts and units, and the commission potential is enhanced by partnering with Whitley's Nuts vs. another product vendor.

Q: Are there Scout and/or unit incentives available?

A: In order to maximize the return to Scouts and units, there are NO incentive prizes for the Spring Unit Fundraiser. A maximum of 40% return for units can be achieved during the fundraiser.

Q: What about nut allergies impacting the sale?

A: Many other food products (including the popcorn our Packs and Troops sell every fall, and the cookies sold by Girl Scouts) are processed and/or packaged in facilities that also manufacture products containing nuts. The risk of being exposed to nuts because of cross-contamination is not always obvious in these products that share production facilities.

Global sales of nuts and nut butters has not declined with the rise in allergy concerns. In fact, the market is predicted to grow over the next 5 years. Peanuts are heart healthy, are a good source for protein and fiber, have very low carb counts, and are excellent for weight management (because they satisfy hunger). They are great for people with diabetes because of their low impact on blood sugar, and they are a viable option for people with gluten allergies as well as those seeking a plant-based diet.