2015 Unit Fundraising Symposium
Why is budgeting and goal setting important to you and your unit?
Research Shows us why ........

Fund Raising/Goal-Setting

- Scout families/units setting goals sold 2.6 times more than families with no goals.
- Units with a sales goal/kickoff sold $11,470
- Units with no sales/kickoff goal sold $5,710
- 48% of units raised enough to fund their entire program
Steps to Successfully Budget Your Unit’s Annual Scouting Program

Plan Your Unit’s YEAR IN SCOUTING

1. **PLAN** your Scouts’ activities for the 2015-16 Scouting
2. **BUDGET** a cost for each of the activities
3. Establish UNIT and SCOUT **SALES GOALS** to fund all upcoming program
4. **COMMUNICATE** the program plan and the sales goals to parents at the unit kickoff
5. **TRAIN** your sales force at the unit kickoff
6. **DELIVER** the program to your Scouts and their families!

BOY SCOUTS OF AMERICA® Prepared. For Life.®
Step 1: Planning
Activity PLANNING for the Upcoming Scouting Year

1. Poll the Scouts and families for program ideas.

2. Include summer camp and other major Scouting events.

3. Program activities at a minimum should be monthly for every month that you plan to meet.

4. And when you plan.............
PLAN BIG!!!!!!!

What will YOUR Unit do this year? Where will YOUR Unit go?
Step 2: Budgeting
Budgeting

The most important yet hardest step........why????? Because nobody wants to do it!!!!!

• Budgeting properly allows for you to carry through on your commitment to your Scouting families.

• Families need to know where the funds raised in a Unit are going. WHAT’S IN IT FOR ME!!!!!!

• Budgeting properly is the most common step that Units have the hardest time with... Here’s a tool that can help...
Step 3: Establishing Goals/
The Ideal Year of Scouting
Make your Ideal Year of Scouting Real!

• It’s Camping
• It’s Activities
• It’s Uniforms
• It’s Advancement
• It’s Equipment
• It’s what you want to do!
WHY Do the Ideal Year Of Scouting?

IF we are successful, and our Units do this correctly, they will:

• Retain more of their members AND attract NEW members
• Send more Scouts to all the different camping opportunities
• Train more volunteer leaders / have more parental support
• Fundraise less OFTEN
• Enjoy a full, fresh, and exciting Scouting Program – and have it be FREE to their Scouting families!

Units, Districts and Councils in Indianapolis, IN; Omaha, NE; Colorado Springs, CO and many others have made the “Ideal Year of Scouting” part of their Unit’s culture and seen the above results and overall Unit health improve…….
Setting a Budget/Goal Setting

• Clearly explain the sale and the benefits to unit leaders/parents!

• Use this document! Print and distribute to the unit leader/parents!

Add up your Unit’s income from sources other than popcorn, below.

- Registration Fees
- New Member Initiation Fees
- Dues
- Other Income

(C) Total Income other than from Popcorn

Now, subtract your Unit’s income from sources other than popcorn (C) from your total Unit expenses (B) to find the Income Required from Popcorn (D).

(B) Total Unit Expenses

Minus (C) Total Income Other than Popcorn ($__________)

= (D) Total Income Needed from Popcorn Sale

4. INCOME PLANNER
Next, calculate the amount of popcorn your Unit and each Scout need to sell to meet your budget.

(D) Income Needed from Popcorn Sale % = $__________ Unit Sale Goal

Unit Sale Goal Number of Scouts = $__________ Per Scout Sale Goal

Per Scout Sale Goal Average Container Price = $__________ Container Goal Per Scout
Setting a Budget/Goal

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Step 4: Communicate
Communicate the Program, the Plan, and the Sales Goals

1. The primary communication starts NOW.

2. If the kickoff is the first exposure to the sale to Scouts and parents……..its TOO LATE!

3. They need to learn what this is for, and how to do it before the sale begins……..

4. Unit leaders, Parents and Scouts need to be trained on what to say.

5. Parents need to understand “What’s in it for me”……..full disclosure on the program.
Parents MUST know: “What’s in it for Me”

1. Sell $__ of whatever, and you don’t have to open your checkbook!

2. Sell $__ of a widget, and your Scout learns to “earn their own way” and other life-lessons like: self reliance, communication, and perseverance.

3. Sell $__ of a fluger binder, and your unit has the funds to execute a fun-filled Scouting program!
Step 5: Salesforce Training
Training Your Salesforce

1. The hardest sale to make is the FIRST one.

2. Have the Scouts “make their first sale” during role playing with their leaders during the kickoff.

3. Make sure you include objections/rejections!!!!

4. This is essential to their selling success.

5. Make sure this step takes place at the unit’s kickoff.
Salesforce Training: What to Say

1. Hi! My name is ________.

2. My T/P is trying to earn money to ________ (go to Philmont, go to summer camp, etc.).

3. I only need $________ to reach our goal to GO TO SEABASE!!!!!

4. **Will you help me / us??!!!!**
Step 6: Deliver the Program
Deliver the Scouting Program

1. Stay in touch with your Scouts / families throughout the course of the campaign.

2. Remind them of the unit and Scout sales goals.

3. Push them until each units goal is met.

4. Celebrate successes!!!!!!!!!!!

5. Fulfill the Scouts’ Ideal Year of Scouting!
Questions?

Thank you for your time and attention.