



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 our Council about the impact of the recent BSA national fee increase. Families have expressed concerns about paying for camp attendance for their children, and have begun exploring various fundraising options, including inquiring whether Council could coordinate something on their behalf.

In response to this, Heart of New England has investigated various options, and a decision was made to offer a spring fundraising pilot program to units within our Council. Units can sell the best nuts in America – Whitley's Nuts! – to assist Scouts in funding their adventures.

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

A: A limited number of units will be able to sell Whitley's nut products. **Unit registration for the sale opens 10:00am on Thursday Feb 13th at <http://www.hnebsa.org/springfundraiser>**

Printed order forms will be available by early March, and Scouts use these forms to take orders and collect payment from customers. Units can order product to sell during the sale (like 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 two bonus incentives:

- **FREE PRODUCT:** Units that sell at least \$1,000 of nut products will receive an additional FREE case (12 tins) of Chocolatey Covered Peanut Clusters, with retail value of \$180.00. Units can use this free product as they wish – to fulfill customer orders (keeping the entire sale proceeds), to use as prizes for the Scouts, or simply to enjoy on their own!
- **BONUS 5% COMMISSION:** Units that have total sales > \$150.00 *per registered youth* (unit membership as of 02/29/2020) earn an additional 5% on their entire sale.
Example: Pack 987 (12 youth as of 02/29) sells \$2,000 of nut products. Their average Scout sale = \$167 (\$2,000/12). They earn bonus 5% commission, plus an additional FREE CASE of nuts (\$180 value). Total return to unit = \$980 (40% of \$2,000 plus \$180 free product).

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 Tuesday April 28th. Units order exactly what they need in containers (not full cases).

Units doing Show & Sell are strongly encouraged to order conservatively, as product returns are not allowed. There will be weekly product distributions, so units can restock each week if needed based on their sales success.



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

A: NO. All product orders are final and returns will not be accepted. We have negotiated weekly shipments of product from Whitley's during the sale. Units doing Show & Sell can order additional product weekly to replenish their supply. Units are urged to place conservative orders initially. The unit is responsible for payment in full for their entire product order by April 28th.

Q: How do units place their product orders?

A: All product orders can be placed at <http://www.hnebsa.org/springfundraiser> . Units that wish to have product up front (to sell directly to consumers) are strongly encouraged to place a conservative initial order. Product returns will NOT be accepted.

Units order the exact container quantities they need (no need to order in full cases). **First unit orders are due Tuesday March 3rd**. Initial product distribution takes place Saturday March 14th.

Units can order additional product each week during the sale, and weekly product distributions will occur. **The deadline to place Final Orders is Friday April 17th**. Orders will not be accepted after this date. Final product distribution will occur Tuesday April 28th and payment in full is due the same day.

Q: Are there Scout incentives available?

A: YES. The priority for the Nuts for Adventure fundraiser is on financial return for Scouts and units, so the majority of dollars have been directed to commission potential, and less towards Scout incentives.

All Scouts who make one nut sale will earn a special *Nuts For Adventure* patch. And top selling Scouts will be eligible for draw for free session of summer camp. Unlike the popcorn sale, there is no Scout Rewards program for the spring 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, it 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 they have a 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.