

**BOY SCOUT TROOP 72**  
**2004 Lawn and Garden Supply Fundraiser**

**Instructions to Scouts**

1. With your parents' permission, please provide your coach with your home e-mail address. This will enable you to update each other and share forms, if necessary.
2. Be sure to put your name and telephone number on all forms.
3. Use the form provided to keep a record of the houses at which you have left the order forms.
4. If you need more flyers, please contact your team coach.
5. When you return to collect the order, check off the house number from the list. If no one is at home, the list will serve as a reminder for you to return.
6. PLEASE CHECK EACH ORDER CAREFULLY TO MAKE SURE YOU AND YOUR CUSTOMER UNDERSTAND IT AND TO MAKE SURE ALL ARITHMETIC IS CORRECT. Your coach will be glad to assist you in any way necessary.
7. Be sure to make a copy of each order to keep for yourself so you will know where to make the deliveries and to aid you next year with return-customers.
8. Use one order blank as a "master" on which you tally up the total number of each product you have sold. (Example: If you sold 2 white azaleas each to 3 different customers, put a 6 on the quantity line next to White Azalea.) This master order form must be turned in to your coach by **Monday, March 8, 2004**.
9. Most items will be delivered to the Troop on **Saturday, April 3, 2004**. *Please note: You will need a parent or other adult to help you make deliveries.* Your coach will tell you when and where to pick up your customers' orders.
10. The Mother's Day live plants, hanging baskets, bulbs and perennials will be ready on **Saturday, May 1, 2004** so you must remind customers who order them that they will be delivered at a date different from the other products.
11. When you deliver the orders, attach the order form to the material and collect the money due. Checks are to be made payable to "Boy Scout Troop 72." **Scout's name should be written on the check.**
12. Money should be given to your team leader as soon as you receive it. All money must be turned in by **Monday, May 10, 2004**. No commissions will be paid until all proceeds have been received.

Your Coach \_\_\_\_\_  
Telephone # \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

February 9, 2004

Dear Parents,

Tonight, Troop 72 launched the **2004 Annual Lawn and Garden Sale**. As you know, this is the **only** mandatory fund raising event we conduct each year, so the importance of this effort cannot be overstated. The proceeds of this sale are used by Troop 72 to run scouting activities and to purchase all equipment. In addition, the funds make available to all scouts valuable training courses needed to become leaders and to provide the badges and other awards given throughout the year.

**It is imperative that we once again have a successful sale.** Your wholehearted support in seeing that your son makes a concerted effort to solicit these orders on the troop's behalf will ensure that Troop 72 can continue to offer its excellent scouting program!

The order form that your son will be using is attached as a sample. Please review it with him so that he may discuss any questions he has with his adult team coach. In the past, some of the boys have been very successful with a cover letter, which they design themselves and attach to the order forms. This letter tells the prospective customer a little bit about himself, his goals in the troop and the rewards of meeting the quota for the fundraiser.

If your son is planning to participate in the Troop 72 High Adventure Program this summer or plans to attend one of the leadership training courses, please make certain that he is aware that one of the prerequisites is a minimum of \$200.00 in sales. As in years past, each scout who sells more than \$200.00 in products will earn a cash commission of 5% of his total sales (donations are not included). As a matter of fairness, the Troop Committee may implement a policy of charging any scout who does not put forth at least a good faith effort a pro rata share of all troop subsidized events and activities.

As always, we are looking for volunteers with pickup trucks to help with the deliveries of mulch. We will also need help on all distribution days. Please call me if you can help.

Pick up and delivery of Lawn and Garden items will occur on **April 3, 2004** at Roychester Community House. Mother's Day plants, hanging baskets, bulbs and perennials will be picked up and delivered on **May 1, 2004**. You must be available on that day or have worked out other arrangements with your son's team coach. All payments for products sold will be turned into the team coach by **May 10, 2004**. Please do not give payments to anyone else. If you cannot reach your coach, you may contact us.

This is a very important, exciting and challenging event for all of us. Let's make this year the best in sales history for Troop 72. Our efforts today will provide for your son's terrific adventure tomorrow. Thank you for your continued support.

Donald M. Brooks  
Chairman, Ways and Means  
(215) 659-7308  
E-mail: dmkabrooks@aol.com

John Rooney  
Committee Chairperson

# BOY SCOUT TROOP 72

## 2004 Lawn and Garden Supply Fundraiser

### Key Dates To Remember!



**February 9, 2004 – Lawn & Garden Kick-Off!**



**March 8, 2004 – All orders are due to your coaches. Don't be late!**



**April 3, 2004 – Lawn & Garden order distribution to your customers.**



**May 1, 2004 – Mother's Day and live plant order distribution to your customers.**



**May 10, 2004 – All payments from your sales are due to your coaches.**



**June 7, 2004 – Commi\$\$ion\$ distributed...assuming everyone has turned their money into their coaches.**

**Put this schedule on your refrigerator as a reminder!**

**BOY SCOUT TROOP 72**  
**2004 Lawn and Garden Supply Fundraiser**  
**New For 2004!**



**Shorter selling season – Let's hustle to get it done!**



**E-Mail – With your parents' approval, please give your home e-mail address to your coach. You can share updates, forms and information.**



**Protected territories – You will have assigned customers for the first two weeks of the sale. After those two weeks, you will be allowed to call on any customers.**



**Fast Start Incentive – Every Scout that sells at least \$200.00 in the first two weeks of our sale (by February 23rd) will be eligible for a drawing for four Phantoms tickets! Note: there is only one pair of tickets available for the drawing.**



**Salesmanship Merit badge – During the Lawn and Garden Sale, we will be working toward the Salesmanship Merit Badge!**



**Commission Program – you can either earn a 5% cash incentive when you sell over \$200.00 back to “dollar 1”.**

**BOY SCOUT TROOP 72**  
**2004 Lawn and Garden Supply Fundraiser**  
**Keys To Success!**



**Wear your uniform - it gives you instant credibility when contacting customers and puts them at ease.**



**Be polite, professional and personable – customers buy from people they like and respect.**



**Knock on every door and leave flyers only at the doors of people who are not home.**



**Don't pressure your customers – explain the program, leave a form and give them a specific date when you will return if they want to think about the order.**



**Keep good records – houses you have visited with and without people home, necessary follow-up, orders written and payments received.**



**Politely stress the benefits of our sale – support for neighborhood Troop 72, wide selection of products, free delivery and no sales tax!**



**Be prompt – orders to your coaches, payments to your coaches and deliveries to your customers.**