

# Memorandum

**To:** All Allohak Council Scout Packs and Troops

**From:** J. Scott Freshwater  
Executive Vice President

**Date:** 3/8/2010

**Re:** Importance of Product Sales

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Recently and as part of the Council President's goal to increase the visibility of the Allohak Council Board members, I attended a local troop meeting and casually discussed a variety of topics with Scouts and their parents. Because the Council observed a marked decline in 2009 product sales, one of those subjects was popcorn sales. I was surprised to find that only few members (25%) of the Troop participated in popcorn sales in 2009. When asked why, they stated that the Troop had its own fundraising events and did not need additional funds. When I brought this subject up at a recent Board meeting, it sounded like this occurrence was not isolated to any single Troop and it may be common throughout the Allohak Council. As we are now entering our Spring Candy sales, the Council and I felt that is was imperative to discuss and re-affirm the importance of product sales – not only to the Council finances but most importantly, to the Scouting experience.

The selling of a product is an important educational tool. Under adult supervision, a Scout (hopefully in uniform) going door to door selling candy and popcorn can: build self confidence, develop communication skills, gain some understanding of the role of sales in a business and the value of money, increase the public's awareness of Scouting, and experience a sense of achievement by overcoming the failure of being turned down for a sale. These valuable lessons should not be lost by a narrow view that this is just another fundraising event or the Troop doesn't need additional money.

To meet the Council's budget requirements, combat the impact of the current economic downturn, and provide the best Scouting experience possible, the Council is forced to aggressively draw from any and all sources of funding. The Council is soliciting funds on a daily basis from both existing and new sources. However, it is crucial in the eyes of those contributing that we as a Council, consisting of Troops, consisting of individual Scouts, also do our part.

If you are one of those Troops not doing all you can, I challenge you to increase your product sales. If your unit does not need additional funding, please participate in the product sales and identify how you would like your share of the product sale proceeds used in the Council (e.g., camp & facility upgrades, scholarships to help your fellow Scouts attend camp, etc). To better monitor product sales by Troop, I am also requesting that the Council provide the Board with each Troop's product sales divided by the number of Scouts in each Troop (i.e., Sales/Scout quotient). A Scout is **helpful** – in 2010 we must re-commit to helping ourselves.

Yours In Scouting