

“It’s Mug-Up Time!”

Try a Mug of Scout Hot Chocolate

by Bob Hallett



Have you heard the latest news?!

Scouts Canada has launched a new national fund-raiser: Scout Hot Chocolate.

Across the country between February and May, youth members have and will be going door-to-door in their neighbourhoods to help make this fund-raiser a success. And Scouts Canada is awarding lots of great prizes to help energize youth members.

Everyone loves hot chocolate, whether on a cold winter's day during a cross-country skiing trek, or when gathered around a summer campfire. After consultation, focus groups and exhaustive taste-testing, Scouts Canada has determined that Fair Trade Certified organic hot chocolate will be a very hot product on the doorsteps of Canadian homes.

I can personally attest to the delicious flavour. It's a warm, satisfying treat.

Combined with Scout Popcorn sales, this fund-raiser will allow Scouts Canada to become more financially stable, perhaps even allowing us to stabilize or lower membership fees in the future. Hot chocolate sales will also put much-needed dollars into bank accounts of local groups like yours.

We've designed our Scout Hot Chocolate fund-raising program so both sellers and consumers enjoy many incentives.

While you're thinking about it, why don't you create a section "Wish List" of camping gear and equipment? Then establish a budget, and turn your dreams into reality with Scout Hot Chocolate revenues.

Double-Barreled Incentives

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many incentives. How do consumers benefit when they buy this outstanding product? For starters, they get an amazingly tasteful hot chocolate drink. In addition, every \$6 box of Scout Hot Chocolate comes with a \$5 coupon for Indigo books, music and more. (The coupon is printed on every box.) Consumers can redeem this coupon toward any purchase of \$25 or more (before taxes) at all Indigo, Chapters and Coles bookstores across Canada. That means each box of Scout Hot Chocolate only costs the purchaser \$1 if they redeem the coupon. Sweet deal!

Here's another great benefit for all who buy this product; it supports two important movements. You already know that Scouts Canada is a great organization, but do you know about Fair Trade? The Transfair Canada Fair Trade Certified Logo, which appears on Scout Hot Chocolate, guarantees consumers that the cocoa and sugar in the product originates from Fair Trade Labeling Organization International (FLO). This organization monitors producers in Latin America, Africa and Asia. This means that:

F Importers and distributors are purchasing raw materials from democratically-organized groups of small farmers who are listed and monitored by FLO's international registry.

- F Employers must pay decent wages, guarantee the right to join trade unions and provide good housing where relevant.
- F On plantations and in factories, minimum health and safety as well as environmental standards, must be complied with, and no child or forced labour can occur.

This last point (relating to child labour) is especially important to Scouts Canada. Being a youth-serving organization, it is important to demonstrate a high standard when it comes to the rights and treatment of young people around the world. The sugar and cocoa industries are wrought with child labour. Scouts Canada considers it vital that any product we sell is produced through ethical means. Fair Trade certification ensures this.

How Do Sellers Benefit?

When putting this fundraiser together, we quickly identified incentives for top sellers as a high priority. Kids need to be recognized and rewarded for hard work. And that's exactly what Scouts Canada intends to do.

When your members sell just one case of Scout Hot Chocolate, they immediately become eligible to win awesome prizes. The more they sell, the higher the category of prize avail-

able to them. If someone sells just 10 cases (80 boxes – valued at \$480), that person automatically wins a Eureka™ backpack. As well, the seller's name will be entered automatically in a Grand Prize Draw to win either a six-night vacation for a family of four to Disney World in Orlando, Florida, or a \$2,000 cash prize!* (*Prizes

and decreases the amount of effort that sections must put into each sale. Next year, Scouts Canada would like all groups to conduct their Hot Chocolate fund-raiser sales in this way. Why? It's easier for groups and will probably result in more Scout Hot Chocolate sales, and thus more revenue for the local group.



Scout Hot Chocolate sells for \$6 per 250 gram package, and provides a total of seven servings. Here's how we share the profit: \$2 of each package goes directly to the local group, \$1 goes to the region, and \$3 to the National Operation. The \$3 going to the National Operation pays for the product, as well as the cost of delivering it to the region and national marketing.

Scouts Canada is delighted that a high proportion of money raised will stay in local communities. Scout Hot Chocolate can ease the financial challenges groups face each year to ensure an active, outdoor program. When leaders support a lucrative national fund-raiser like Scout Hot Chocolate they'll be able to focus attention on providing excellent programs and exciting

outdoor adventures, rather than trying to develop new ways to generate income to pay for those activities.

*"Ah... Scout Hot Chocolate
around a campfire.
There's nothing like it."*

cannot be sold, exchanged or transferred. Orders may not be combined. Some restrictions for travel dates may apply. Cities of flight departures are Vancouver, Calgary, Toronto, Montreal and Halifax.)

As long as members sell *one case* of Scout Hot Chocolate, their name will automatically be entered in the draw that will be held in Ottawa at Scouts Canada's National Office in May 2003. The names of all winners will be posted on the Scouts Canada web site.

Two Ways to Sell

This year Scouting groups are taking hot chocolate orders in two ways.

In some regions, groups will sell Scout Hot Chocolate in the same way they sell Scout Popcorn (i.e. collect orders first, then return a few weeks later to deliver the product).

Other regions have already estimated the number of cases its groups will sell, and therefore have the product at the time of sale. This provides customers with instant gratification

Looking to the Future

Thanks to all youths and leaders who are participating in this year's Scout Hot Chocolate program. We expect you'll have many happy customers. To those who did not get involved, please take the time to taste-test Scout Hot Chocolate. We're sure you will agree that it is an excellent product that can generate substantial revenues for your section. From now on, February will officially be Scouts Canada's Hot Chocolate fund-raising month.

Please join other groups as they take part in Scouting's next national fund-raiser (Scout Popcorn) in November. Scout Popcorn is a proven product, and like Hot Chocolate, it holds great potential for your section. ^

— Bob Hallett is the Divisional Executive Director (Operations Services).



*Resources
On-line*

If you're looking for more resources to help your Hot Chocolate sales, go to Scouts Canada's web site (www.scouts.ca), then click your way to "Support Scouting", "Fund-raising" and "Scout Hot Chocolate". You'll find a poster, brochure and much more.

Photo: Cecil Chappell