



THE SCOUTER'S BOOKS – No. 24

RAISING THE WIND

Some Ideas on
Earning Funds
by
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and
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Editor's Note:

The reader is reminded that these texts have been written a long time ago. Consequently, they may use some terms or express sentiments which were current at the time, regardless of what we may think of them at the beginning of the 21st century. For reasons of historical accuracy they have been preserved in their original form.

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INTRODUCTION

Every Group needs to 'raise the wind'! Not only are there necessary contributions to Scout Headquarters to pay for the immense services it gives the Movement at every level, but District and County organisation needs a little money too, and the ambitious and go-ahead Group needs a great deal. There may be a scheme for a fine modern Headquarters worthy of the boys. In any case there should be wise budgeting each year for new tents and ropes and pioneering materials and first aid equipment and all the many items needed to make Scout training efficient.

This little book then, does not seek to do more than to put down both as a reminder and a help various ways in which Groups can raise funds. Some methods such as a jumble sale can often raise a lot of money in a little time, others such as coffee mornings can raise a little money but raise it regularly and consistently and it is surprising how these little amounts soon add up to a lot. There are events, too, that combine money-raising with prestige or publicity, such as a Group Show.

All methods should be considered by Group Councils, and Group Committees. Ideally there should be one really big effort each year accompanied by as many smaller efforts as circumstances allow, for money raising, alas, must be a continuous and continuing activity.

Because of their very nature all fund-raising efforts involve the public to a greater or lesser degree. If Scouting is to continue to enjoy the public's approval and material support it is imperative that whatever we set our hands and minds to must be organised to the very best of our ability. If we are not prepared to do just this then it's better left well alone.

BALLOON RACE

Although this is usually an attraction at a fete or similar event there is no reason why it should not be organised as a separate activity.

The Parents' Association of a Group of our acquaintance recently organised a balloon race at short notice. They decided on a particular Saturday in the early summer and chose a vacant lot in the heart of a small but well patronised shopping centre – having got the necessary police permission, of course. Trestle tables decorated with bright bunting and a large eye-catching notice were set up, together with the essential apparatus, and they were in business. The apparatus consisted of a good stock of toy balloons, a cylinder of hydrogen gas, a ball or two of twine and a stock of entry labels bearing the conditions of the "race."

Business became brisk as the customers paid over their shillings, filled in their labels and fixed them to their selected balloons which were immediately released into the air. By the way, once you have got your labels you can begin to sell them in advance. These can be fixed to the balloons on behalf of those who cannot visit the launching point on the day.

Hundreds were launched and by the evening all that remained to be done was to sit back and wait. Within a week or so labels began to arrive from people who had picked them up and carried out the mailing instructions they contained. At the end of a stipulated period (there was no point in making it longer than a month) the prize was presented to the person whose balloon had travelled the farthest distance.

In this particular instance the winning entry label was returned from a small Latvian village on the shores of the Baltic. Apart from a day of hectic work, a few sore fingers, an outlay of a few pounds and a little organisation, there was not a great deal to be done. But when the balance sheet was finally produced the Group found itself to be better off by a handsome little sum which came at a time when the camp gear needed replenishing.

Note: Although it is possible to get your own labels printed we would advise the purchase of ready-printed ones obtainable from Barnum's (Carnival Novelties) Ltd. of 67 Hammersmith Road, London, W.14 who will also arrange for the supply of hydrogen. Certain regulations regarding the use of this gas must be observed and here again Barnum's will prove most helpful. Their general catalogue, sent free on request, contains the fullest information about balloon races and many other fund-raising ideas too.

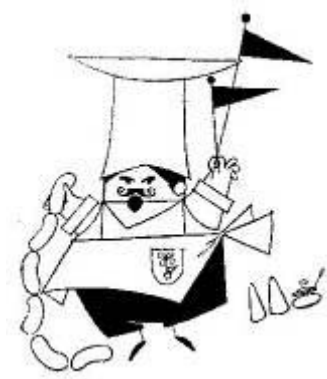
BARBECUES

An attendance of between 5,000 and 7,000 people and a profit of over £300! These brief details give you some idea as to what can be achieved in one evening as experienced by the Scouts of Caterham, Surrey, who for several years have staged large-scale barbecues.

Drawing on Caterham's experience we are able to give you the following details:

1. Obviously a long summer evening is desirable when the weather is likely to be kind. June is recommended but avoiding the Whitsun period with its many counter-attractions. Gates opening at 6 p.m. and closing around 10.30 p.m. allows plenty of time to fit in all that is required.

2. Being a District event the numerous jobs can be shared among many. Each Group is assigned to handle one or more tasks according to its strength and capabilities.



3. Preliminary discussions at Scouter level should be started six months ahead. This is when such matters as rendezvous, the scope of the show, budget, additional attractions, car parking facilities and such items are ventilated and a steering committee appointed.

4. Food stuffs and drinks to be offered for sale on the various stalls should be as varied as possible. Here are just a few ideas – hot-dogs, ham and beefburgers, fish fingers, chips, hot soup, corn-on-the-cob, cheese dreams, potato cakes, apple fritters and girdle cakes. Drinks might include coffee, tea, cocoa and bottled drinks.

5. A real attraction would be the roasting of a whole animal. Caterham has always chosen a lamb which is part-cooked by a local bakery and finished on the spit at the site. Slices of lamb are served in rolls.

6. Drinks are served from waxed cups and food on grease-proof paper. Sticks for sausages might also be added. Plenty of wastepaper baskets or sacks are necessary in order to keep the site tidy.

7. Having been told the items of food they would be expected to prepare on the day, the Groups then get down to cooking practice. This should begin around Easter thus allowing time for the D.C. or his appointed representative to inspect the cooking teams before the event.

8. Groups would be expected to set up their individual stalls which should include a serving table as well as an altar fire. The latter need be no more than bricks on top of a sheet of corrugated iron supported by tubular steel scaffolding, the latter being hired from a building firm. The fuel to be used should be smokeless – either coalite or charcoal. Illumination helps to spotlight the stalls as well as adding sparkle to the general appearance of the ground. A canopy over each stall will help to complete the effect and it would be useful to

get each Group to erect a tent at the rear of its stall for the storing of coats and unwanted gear.

9. As to the manning of each stall, experienced shows that four assistants on each should be sufficient – two Scouts dressed in white aprons to do the cooking and two more (or Guides if you prefer) to do the serving. Clean hands at all times, please!

10. Additional attractions are essential if you are to get the public to stay on. The longer you can hold your visitors the more they are likely to eat! In an area centrally situated so as to be visible from every stall you can stage little shows of about 10 minutes duration at half hour intervals. Such items as pioneering by the Seniors, comic circus by the Cubs, folk dancing by a local dancing school and Indian club swinging would fit the occasion quite well. Background music relayed from loud speakers would help to keep the show lively in between the turns. A grand final item such as a torchlight procession would give a nice round-off to the evening and prevent it from just petering out.

11. A few selected side-shows such as are given in the section on summer fetes might also be considered.

12. Admission to the Barbecue might be by programme on sale before the day. This should contain details of the participating Groups, stalls and arena shows. A suitable charge would be 1s. for adults and 6d. for children (different coloured programme for the latter).

13. If a suitable enclosure is to hand it might be turned into a car park for which you might care to make a small charge. And talking of cars it would be advisable to request Police help in controlling the traffic.

14. Money should not be allowed to accumulate on the stalls. The Treasurer with an assistant or two should make a periodical tour to gather up the cash. These collectors should be known to the stall holders or identifiable in some way. With so many people milling around this precaution is important.

It is, of course, possible for a single Group, provided it is a large one, to organise such a show but on a much smaller scale than the one described. Alternatively, two Groups might join forces with perhaps the assistance of a Guide Company, splitting the takings three ways.

BAZAARS

These profitable events do not appear to be so popular as they once were perhaps because of the length of time and the number of people involved in their planning and preparations. But this should not worry a healthy Group.



We know of one whose practice it is to run a bazaar every year in double harness with a neighbouring Girl Guide Company and between them they raise around £500 each time.

It is not our intention to go into great detail as to the organisation of such an event but it is recommended that the following suggestions be given some consideration:

1. Give the show some character. Decide on a theme and work out a decor to fit. For instance, a Dutch Bazaar would have its stalls designed to convey a Dutch atmosphere with the stall holders dressed in appropriate costumes. Select one stall for special attention (e.g. home-made goods) and turn it into a centre-piece or focal point, say, in the form of a windmill with moving sails!

2. Having decided on the nature of the stalls to be included, assign each to a section of the Group (or to Patrols) and to affiliated bodies like the Parents' Association and the B.-P. Guild. Further stalls might be assigned to the fathers or the mothers, sisters, girl friends.

3. Let there be a stall for fancy goods, another for knitted wear, a third for carpentry work, others for bottled preserves, groceries, cakes, toys, stationery and calendars, etc.

4. Sideshows usually form an integral part of bazaars but these should not be too noisy and they should not be overdone. Their selection will depend largely on the space available.

5. Put on an attraction such as a film show or a playroom for the entertainment of young children to enable their parents to study the stalls without undue worry.

6. One final word. We have frequently heard of Groups building up a stall of goods extracted by various means from well-known manufacturers and wholesale suppliers as well as from local tradespeople. We strongly deprecate this kind of thing which, if continued unchecked, will result in the loss of much valued goodwill for Scouting.

BINGO

It must be remembered that the Boy Scouts Association is a voluntary brotherhood composed of members with wide divergencies of religious faith and *opinion*. Some Groups would under no circumstances wish to profit from Bingo or from any game of chance. Others would feel that, properly controlled and run by adult lay helpers, it is a reasonable way to raise funds.

BOB-A-JOB

It seems likely that for some time to come many, if not most Troops, will depend largely on the earnings from Bob-a-Job Week, helped, as they will be, by publicity matter provided by Scout Headquarters.

Some Districts, or Groups even, where there is a strong branch of the B.-P. Guild, should consider following the example of the S.E. Essex Boy Scouts Association where the B.-P. Guild organise Bob-a-Job Week and do it in a most efficient manner. Since they took over the organisation of the week the average earnings per head has risen from 7/6d. to 13/6d. and this in an area with a census figure of over 4,000!

CAR WASHING SERVICE

For a number of years past car washing has figured high in the list of tasks undertaken by Scouts during Bob-a-Job Week. But there is no earthly reason why it should be confined to Bob-a-Job periods for ready customers can be found at any time.

We contend that this is not a suitable activity for Cubs or young Scouts. Careless washing down with grit-laden cloths can play havoc with a car's body-work.

There are two ways in which this profitable fund-raiser may be organised. Firstly there is the straightforward house-to-house scheme where cars are washed on the owner's premises. This can be started off by canvassing the parents and friends of the Group who may be willing to have their vehicles serviced at regular intervals, say once a month.

An alternative scheme that might be considered is the one that was organised most efficiently by a Group in Royal Eltham, Kent, during Bob-a-Job Week a year or two ago. They operated in a

public car park and undertook to clean cars whilst the owners were shopping, taking orders as the cars came in one entrance and collecting their earnings later as the cars left through the 'Out' gate.

Before making any attempt to establish a washing service in a car park one or two important points have to be settled.

1. First and foremost get the necessary permission from the owners of the site after ascertaining that the police have no objections.

2. Make sure that you have access to an ample water supply. Plenty of clean water is essential. If no tap is available in the car park itself it may be possible to come to some arrangement with a near-by trades man who may have a source of supply in a convenient yard.

3. Scouts should always observe the care of other people's property and one step towards ensuring this when car cleaning is to use only polythene buckets. One careless knock from a metal bucket can do considerable damage to a door or a wing. There is at least one firm that manufactures an excellent plastic bucket specifically for car cleaning. This is fitted with a length of rubber tubing which feeds the water by gravity into a sponge at the free end when the bucket is placed on the car roof. The purchase of a number of such buckets would be a good investment for any Group undertaking this kind of work.

CHRISTMAS CARDS

Of recent years many Troops have taken up the offer of such firms as Messrs. T. E. Webb or Miller Greetings Ltd. (who advertise regularly in *The Scouter*) to raise funds by the sale of Christmas cards. We would refer you to the advertisements (or to the firms themselves) for details. This seems to us a reasonable way of fund raising for they are not Scout Christmas cards such as Skip might send his P.L.s (or vice versa) but normal greeting cards for normal people!

Perhaps the best way to organise such sales is through the Group Committee, or better still, through your B.-P. Guild or Supporters' Club if you are lucky (or wise) enough to have them. But there is no reason why the Scouts should not share in selling cards to neighbours and relations, but, of course, they must *not* hawk them around or go in for door to door or street sales! The cards must be sold privately to well-wishers.

The scheme needs, of course, some investment of money which should come from Group Funds. A Troop known to us offered the following figures:

	Invested	Profit
1960...	£44. 18. 6.	£13. 10. 0.
1961...	£40. 8. 8.	£11. 17. 11.
1962...	£56. 2. 8.	£15. 13. 3.

And this note was added: –

“The only snag is the firms usually will not accept any returns and we find we always have quite a few left which we reduce in price the next year. At present we have about £12. 10s. worth in stock which is paid for so is extra to the profit stated, when realised.”

All in all a good profit, without too much endeavour, or not too large an investment.

COFFEE MORNINGS

This form of fund-raising has, so far, not been attempted by many Scout Groups although it is gaining in popularity in other quarters, particularly among Church societies. Whilst the revenue accruing from coffee mornings is unlikely to be spectacular they are well-worth considering, especially by Groups who are in possession of their own Headquarters and the necessary equipment and facilities. But if they are run at regular intervals, say once a month on a specific Saturday, the annual income from this source could be very surprising.

If a Group has a healthy Senior Scout Troop and/or a sizeable Rover Crew it might be a good plan to get these older members, with the aid of their girl friends, to undertake this pleasurable task.

In addition to the serving of coffee (let it be real coffee) and biscuits, attention should be given to the method of serving and the setting in which the serving is done. The more comfortable you can make your patrons the longer they will support you and the wider your circle of support will eventually spread.



Let the room or hall be bright and cheery: it is necessary to do more than just stick a few card tables and chairs around a Troop room. White or colourful paper table cloths or mats together with a few flowers will work wonders. Let there be sugar (preferably brown) available on *every* table. Provide some background music but keep it soft so as not to kill conversation. Make sure the crockery is fit to drink from – sling out any chipped and cracked cups. Get the girls to do the serving and the boys the clearing away and washing up.

Just two “don’ts”: (1) avoid turning your coffee mornings into means of selling things on the side or the raffling of baskets of fruit and tins of biscuits. Keep that kind of fund-squeezing to bazaars and the like where people expect to find it. (2) Do not allow the serving to go on too long. From 10.30

a.m. to noon should be enough.

DANCES

These notes are for a normal Group or District who hope to run a dance in a fairly good but inexpensive hall.

1. Expenditure

Printing

Band – 2 to 4 guineas per player minimum
3 men (or gramophone records)

Hire of Hall

Band refreshments

Spot prizes

Tip to caretaker

2. Income

Sale of tickets

Sale of refreshments

Raffle

If gramophone records are used the necessary licence should be applied for to Phonographic Performance Ltd., 62 Oxford Street, London, W.I.

3. *Charges.*

These vary from District to District and hall to hall but for any sort of dance using records a minimum of 3/- should be charged; with a band, 3/6d. (even teenagers can quite easily afford this). Depending on the nature of the hall and the band the average price for admission to a dance with a band would be about 4/-.

4. *Estimated Profit.*

Even with the reduced attendance you are likely to attract with gramophone records only, this should not be less than £5 to £7.

5. *Dos.*

Do get a recommended band, a good M.C. who knows his job and a suitable hall with a good floor.

Have an adequate number of stewards depending on the type of clientele you expect.

Do try to arrange for attractive refreshments.

Advertise in locations where posters will be seen by the sort of people you want to attract.

Do try and run a dance for the younger age groups setting a maximum age of about 18. If run properly these can be extremely successful, and can provide a service as well as a profit.



6. *Don'ts.*

Don't leave the M.C. to do everything: see that he has assistance when required.

Don't forget to try and add 'atmosphere' to the hall by decorations, i.e. travel posters, coloured lights, ivy; this is particularly important in school halls and Scout headquarters. Do not allow trouble to develop, especially at teen-age dances. Have 'large' stewards and at the first sign of trouble 'eject' the trouble makers!

Do not forget to clear up after you.

But, of course, a large District (or Sub-County) might try occasionally something rather more ambitious and the following notes by Douglas Maclachlan, County Secretary, Glasgow, will indicate the sort of organisation needed: –

"First of all we organised a ladies' committee and they were given the job of collecting prizes for a Tombola stall. Prizes varied from a lady's sheepskin-lined suede coat and a master mixer, down to packets of serviettes. In all they numbered about 750. We had these Tombola prizes well displayed, and 6,000 tickets were sold at 2s. each or 11 for £1, and were completely sold out within an hour of the Ball commencing. Our income from the Tombola alone was £517. A fund-raiser in itself!

"The Ball was held in the Banqueting Hall of the Municipal Buildings, kindly granted to us by the Magistrates, and did not cost us anything. The guests were received by our Lord Provost. Tickets were sold at £2. 2s. each, and we sold 850. Two dance orchestras were engaged – one for modern and one for Scottish country dancing – at a cost of £80 altogether. We also had a cabaret of top-line artistes, which cost us nothing except for the entertainment

of the artistes. Our purvey was a sit-down knife and fork supper and cost us 15s. 6d. per head. A bar was run by the caterer and we got £25 percentage from his takings.

“The total profit to the Association was £1,577 after other sundry expenses. Apart altogether from the excellent financial result, we felt that the Ball was a splendid thing for the prestige of Scouting in the city. I would say that only 25% of the tickets were sold to actual members of the Scout Movement.”

DRAWS, RAFFLES and LOTTERIES

To some Scout Groups, these will be anathema; to others a perfectly normal, harmless and amusing way of raising funds. Included in *Business and Legal Notes for Scouters*, compiled by the Legal Department at Headquarters, is an item with the title of the heading of this note and Groups should certainly consult it before organising any draw or raffle.

GROUP SHOW

This is not the place (nor is there the space) to detail ‘how to run a show.’ But Group or District shows, if well organised should make a handsome profit (and we emphasize *well* organised) although profit may not be the primary intention. A Group show particularly can encourage the feeling of “the Group family in action” in a way that nothing else can and a well chosen, well rehearsed, well produced show will give happiness to many and is good for the prestige of local Scouting.

We asked a Group, a District, and a County who do shows regularly to tell us frankly about the financial results. Here they are: –

	<i>Overall Income</i>	<i>Expenditure</i>	<i>Profit</i>
Group Show	£505	£314	£190
Small District Show	£170	£49	£120
County Show	£2,800	£2,300	£500

Perhaps these figures don’t mean much except to repeat what we’ve already said: a show can be fun, can give pleasure, can make money.

Books containing excellent material, sketches and music, are obtainable from the Scout Shop.

JUMBLE OR RUMMAGE SALE

We know of two Groups in particular who reckon on deriving the bulk of their annual income almost entirely from these sales. In one case two sales are held every year, one in the spring, the other in the late autumn, clocking up not less than £100 each time, whilst the other has one all-out effort on the same week-end every year which brings in anything between £250 to £300 in one single day!

But don’t run away with the idea that it is easy money. The fact that it appears so is because in both instances it’s a case of many hands making light work and the sales are well organised. Let us give you the kind of timetable the Group with the once-a-year effort carries out.



1. Five weeks before the sale (which is timed for the late spring) commence the distribution of the circulars requesting disposable items by members of the Group to houses in carefully selected areas in the neighbourhood, each Patrol and Six being assigned to particular roads.
2. Follow up these roads a week later with combined teams of boys and parents with cars for the collection of items. It might even be useful to hire or borrow a light van to deal with the removal of bulky articles.
3. Continue the operation until a week before the sale leaving the roads nearest to the Headquarters to the last.
4. Two weeks before the sale, display advertising posters in strategic positions. It also pays to take, say a three-inch double column space in a local paper during these same two weeks.

5. During the period of collection get other parents to undertake to do the sorting and repairing of the goods, (and so that this is done satisfactorily and with the minimum of confusion, this Group even erects a hired marquee on the land adjoining the headquarters).

Sorting out and pricing is an important part of the operation. All good coats, dresses and men's suits are put on hangers which in turn are hung on poles slung from the rafters; woollens are kept separately after setting aside any that are beyond repair. The unsaleable items should be disposed of through a dealer in old wool (watch the ad. pages in *The Scouter!*); set apart all footwear and get some of the Cubs to brush them up a bit; stack all books together and allow a reputable second-hand book-seller to have a preview and make an offer; separate all brass, electroplate, copper and decorative metal-wear from other metal goods and again approach an honest dealer interested in this kind of stuff. Unsaleable white linen and cotton articles might also be set aside for sale to manufacturers of high quality hand-made paper.

6. The two evenings immediately prior to the sale are devoted to setting up the necessary tables, racking, etc., and laying out the goods in their respective departments. Final touches can be done during the morning of the sale.

7. Before the doors are opened at 2 p.m. Rovers and Senior Scouts are detailed to various stations around the hall to act as "police" and to keep a watch on any doubtful characters; stall holders armed with plenty of change are standing by ready for the rush (and you'll need as many sellers as you can muster); two of the heftiest Scouters or parents take up their positions by the door to collect the entrance fee of 3d. from the customers; and the ladies, with the tea urns already on the gas rings, waiting to dispense welcome cups of tea to thirsty bargain hunters, and soft drinks for the kids.

8. By 6 p.m., if all has gone well and the floor of the hall has not caved in, the friendly "locusts" will have picked the stalls of everything worth having. The Group Treasurer will by now be busy counting up the takings and the stall-holders will be gathering up the remnants in readiness for the general dealer who has been invited to name a price for the left-overs. If such a dealer is not forthcoming then, as a good gesture, offer any surplus to the P.D.S.A. or some such worthy society who is usually only too glad to send a van for collection.

LOCAL ASSOCIATION SHOPS

Now here is something which is not applicable to the Group although individual members of the Movement and parents alike might easily save money because of it, and this is for a Local Association to operate *their* own Scout Store for the sale of uniform and equipment and so on. Of course the Local Association would have to have enough Groups to make it viable.

The larger Scout Associations in many places do, of course, operate full-time professional Scout Shops, which is obviously beyond the resources of the smaller L.A.s. Many of these latter, however, have found that with voluntary staff and opening one or two evenings a week, a very useful turnover can be achieved.

The two main requirements are, first of all to have a place in which to operate the shop. Where there is a Scout headquarters this does not present difficulty, as usually a small room can be set aside for the purpose. The second main essential is to have a suitable person to manage the business, and, here, the B.-P. Guild can frequently assist.

The Badge Secretary's issue of badges can also be combined with the opening hours of the L.A. Shop for the convenience of all concerned.

The Equipment Department at Headquarters is always prepared to advise on the probable potential trade in a Local Association, suggest opening stocks, and allow reasonable credit during the initial period.

It is, of course, realised that many areas are now served by their own shops, and this suggestion, therefore, only applies to such areas which are not served by an official Scout Shop.

POPULARITY VOTE COMPETITION

No doubt you have seen this kind of competition in newspapers from time to time where readers are invited to place in order of popularity, importance or priority, either a series of statements on a particular subject (e.g. a list of selling points of a car or a washing machine), or a set of photographs or sketches depicting dress fashions or comic situations.

The entry form for these competitions usually contain several columns of spaces in which competitors submit a number of alternative answers, an entrance fee of 3d. or 6d. being asked for each completed column of answers.

With a little imagination it should be possible for a Group to devise a competition of this type but with a Scouting angle. For example, you could draw up a list of those qualities (say ten) which go to make a good Patrol Leader and invite competitors to arrange them in order of importance.

The question sheets can be set up and run off quite cheaply by any local printer or they could be just typed and duplicated.

The value of the prize you award will, of course, depend on the number of people who enter and the number of columns they complete, a percentage of the entry money being set aside for the purpose. It may be advisable to stipulate on the entry forms just what this percentage is to be.

PREMIUM BONDS

These must be held by a Group nominee but Groups may well consider them as a reasonable form of investing, temporarily, some passive funds. A G.S.M. well known to the writers has contributed the following note: –

“I, as G.S.M., hold in my name £250 of Premium Bonds, as it is not possible for the Group to have them in the Group’s name.

“I have given the Group Treasurer a list of numbers of the Bond’s together with a covering letter stating that I am holding them for the Group and promise to pay over any prize monies. (We have, in fact, to date won one prize of £25).

“As an extra safeguard I have a letter signed by me, – kept with the Bonds, stating that they are the property of the Group. This is just in case something untoward happens, and anyone finding the bonds would know they were not mine.

“One advantage of the Premium Bonds is that no one is hasty in selling them and it means we do have something tucked away for a sudden emergency. In our opinion any interest lost on this amount is outweighed by the chance of winning, perhaps, a considerable amount.”

QUIZ COMPETITIONS.

Prepare 20 varied questions; have them printed (if circumstances, such as a willing printer-parent or friend of the Group, allow) or duplicated, with the name of the Troop at the top.

Entry forms can be sold at 6d. each – and hundreds can be sold. Here is amusement, value, *and* profit – especially if the prizes, which need not be numerous, are donated by friendly shopkeepers or by supporters of the Group. The organiser should be a willing and interested layman.

Questions may be of various types, e.g. purely factual, I.Q., True or False, etc. Not all who buy entry forms will send in solutions but enough will. Arrangements to announce results (in local paper? local shop window? Group magazine?) should not be forgotten.

STOP WATCH COMPETITION

This fund-raising effort is by no means new and it is rather surprising that its adoption has not been more widespread.

The running of it is quite simple. First of all you need to acquire a watch or, if you can afford it, two watches – a lady’s and a man’s. The only other essentials are time-lists. These can either be purchased from a number of firms who sell complete blocks of printed sheets, or alternatively they can be home duplicated. Each time-list is headed with a particular hour and minute consecutively numbered in the continental manner, viz. 00.01 hrs., 00.02 hrs. and so on up to 12.00 hrs. and the sheet subdivided into 60 spaces numbered 1 to 60, each space representing a second of each minute with sufficient space against each second to record the names and addresses of the entrants.

A little arithmetic soon reveals that there are provisions for 43,200 entries which, even at only a penny per second, would bring in £180 if all are sold. This allows for the purchase of a fairly handsome watch leaving a substantial margin of profit.

The watch, having been wound, is then sealed (preferably in public) and deposited at a bank. The selling can then commence, a time limit for sales having been established. One month should be sufficient.

On the appointed day the box is unsealed – again in public if possible, and the prize awarded to the purchaser whose name is recorded against or nearest to the time of stopping.

SUMMER FÊTES

Fêtes can be very popular events and profitable ones too, but you must be prepared for a fair amount of work if they are to be well done. In a book of this size we cannot hope to do more than whet your appetite to have a go and to jot down a few notes for the guidance of your organising committee (you'll certainly need one) and to come up with some ideas.

Now there are fêtes and FÊTES. There's the modest kind which can be staged on the ground adjoining your Group headquarters or in the garden of a well-wisher with sizeable property. There is also the bigger type that can fill the playing field of a school or the local recreation grounds. Your available man-power will determine the scale of the show.

Try and give the event some original touch. How about a "Hoe-Down Fête" with the helpers dressed in Western style, or introduce a breath of the countryside into an urban area by billing your show as a "Meadow Fair" or "Buttercup Fête" with the stall-holders rigged in smocks, poke bonnets and what have you.

Timing is important. Before fixing a date ascertain that no other local society, church or hospital is in the habit of holding a similar annual event on fixed dates. If you wish to make use of the maximum daylight then obviously June is the best month, but if in your scheme of things you plan to end the occasion with an evening attraction with soft lights and sweet music, or conversely rend the night air assunder with a firework display, then September is a better month – after the holidays are over.

SIDE-SHOWS:

There's no end to the items that could be hosted under this heading. Quite a number of the old tried-and-true 'games of skill' variety, such as hoop-la, darts, skittles, roll-a-penny, bucket-ball, magnetic fishing, treasure island, Aunt Sally, etc., may well be tackled by your own handy-men. If space permits, and if the budget allows, one or two more elaborate side-shows such as swing boats, children's slides, rifle range, revolving horse, and coconut shies, can be hired from firms like Barnum's Carnival Novelties of London. Others can be found in any Trades Directory.

STALLS:

A few attractively presented stalls of a suitable nature, got up with gay canopies, might be introduced. How about a home-made confectionery stall for the sale of toffee-apples, fudge and coconut ice? Other appropriate stalls would be fruit, flowers, ice cream and soft drinks.

AMUSEMENTS:

Solicit the aid of the riding master of a local riding school in providing one or two small ponies and attendants. Kiddies love pony rides. A model railway operated by the local model locomotive club is another suggestion.

Then how about getting the Senior Scouts and Rovers on the job of rigging an aerial runway or some other pioneering novelty which can give amusement to would-be participants and on-lookers alike?

REFRESHMENTS:

Naturally this is a “must.” Everyone likes to relax and enjoy a cup of tea and a bite to eat and if this can be laid on in a marquee, so much the better. This should be erected in a comparatively quiet corner away from the vociferous barkers at the side-shows to allow people to converse.

LAST WORDS

The keynote of a fête should be gaiety. Dress the ground with plenty of flags and bunting and decorate all the stalls and side-shows with bright colours. Old Army blankets covering trestle tables may be practical but very dull, whilst crêpe paper may well look cheerful but be very impractical. Far better use scrim or hessian painted with powder colours fixed with size, or, better still, hardboard.

Why is it that organisers of fêtes and such like always seem to have the idea that the success of such shows depend on having a well-known personality come along to declare them open? If such move is considered desirable, then do for heaven’s sake have a sense of proportion and not expend a lot of energy getting hold of a V.I.P. when the event is only going to be a little show in the paddock down the lane. And it should be borne in mind that if it is a show-business personality you are after, you may have to deal with his or her agent who might well demand a substantial fee for his client’s public appearance. A lot of them live on these extra perks!

And it’s no good you writing to someone at Headquarters expecting him to use his influence in obtaining the services of a famous former Scout on your behalf. It’s just not on. Lastly, spare the Chief Scout or the World Chief Guide from having to decline.

SOME UNUSUAL IDEAS

(i) *Wine and Cheese Party.* This would be a combined social occasion and small profit-making event. Put on by reasonable adults, with inexpensive wines, a cheese dip and cheese savoury biscuits or slivers of toast, it *can* be profitable. Charge 2/6d. a glass of wine – and guests (10 to 12 is a good number) are not *expected* to drink more than 2 glasses which they have to pay for.

If an interested parent or supporter is connected with the wine trade, no doubt a reduction in costs of wine could be managed. The following four wines would usually be acceptable on such an occasion: a Beaujolais a Médoc, a medium-sweet Graves and a Jugoslavian Riesling. A kind grocer will sometimes supply the cheeses at advantageous terms, too.

Were we doing one we’d keep numbers small and give several parties. Local wine stores usually know how many glassfuls go to a bottle, by the way.

Another possibility is, of course, a benefactor. In a District we know, the lady Mayoress invited local dignitaries to a cheese and wine party, tickets half a guinea each, and she herself gave the food and drink. Quick profit, good publicity, an opportunity for informing and interesting and obtaining help, and an enjoyable evening all at the same time! But a benefactor is needed!

(ii) *Evening Lectures.* Have been tried: and can be a success given the right neighbourhood, and given an attractive lecturer or subject, e.g. a driver in the Monte Carlo Rally, an expert on flower arrangements or use of cosmetics. Friends have friends and its surprising what you can find if you know what you want.

Needed: hire of hall, dressing or retiring room for use of Lecturer and any assistants, tickets and refreshments. Half a crown can be charged, refreshments should be included.

(iii) *Fashion Show*. This needs a patient, tactful organiser and the support of a modern store or fashion house.

The hall must be large enough (to seat 250 at least to get the support needed) and have ample dressing rooms, a stage and room for a cat-walk – which is raised-staging on which girls parade, but Sunday school tables covered by trestles borrowed from a Presbyterian Church have been used!

A Carpet is needed for the cat-walk – but can probably be borrowed.

Insurance is vital with a cat-walk (a turned heel could cause a disaster) but a coverage of 8/6d. for the evening should do it and probably cover damage and food poisoning!

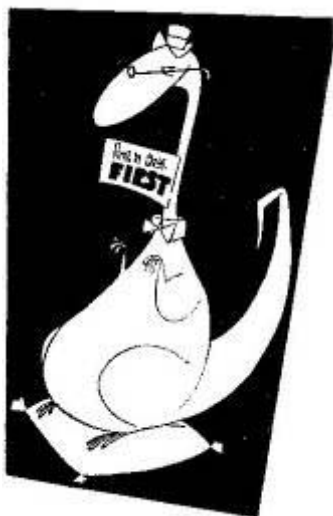
Refreshments for 250 need a hospitality committee, willing helpers and hard work (but bring in Guides, etc!). Give savoury rolls, a scone, and a cake each. A grocer may allow you to buy tea and coffee at cost, or it might be donated.

Flowers on the stage make an improvement and can be borrowed from friends.

The function could last from 7 - 9.30 p.m., tickets 3/6d.

In one excellent evening of this kind fashions for the year were shown recently by 6 models with a very good commère.

(iv) *Photographs*. Have you a professional photographer among your parents or supporters – or a very good amateur? One group we know which has (and there must be many who have, if not all, in these days of intricate cameras) takes photographs each year of the Troop and each Patrol in it, also the Pack and each Six in it. He sells whole-plate prints to members of the Group at three shillings each. Not a large profit, of course, will be handed over, but every little helps and this help gives delight to many as well as providing a record for the Group archives!



(v) *Pet Show*. Dogs, cats, budgerigars, goldfish! Entry 2/- a head and no expenses excepting such advertising as is necessary to get it known, a few small posters sent to local schools for example and a top prize and a good many certificates of merit made by local art classes perhaps, or by an artist member of the Group. A school field or ground is needed, but this depends on the local conditions. We just offer you the idea which we know has been run most successfully and is a real money-maker,.

(vi) *Horticultural Market*. Autumn time is when thousands of gardeners begin to turn over their plots and to thin out their clumps of perennials, collect up the seeds from the annuals and to take cuttings. In many cases there is a surplus which reluctantly ends up either on the compost heap or in the incinerator.

Round about the same time there are other people who are looking for plants to add to their own collection. What better then than to provide a dual service which would be welcomed by both types.

Working well in advance let it be known that during a certain week calls will be made on houses to collect up unwanted plants, etc. It will be necessary to advertise the event either by posters or handbills distributed outside the railway station or local works. It might be a good

idea to hire a vacant shop in the centre of the town for a whole Saturday (preferably not next door to your local nurseryman!).

(vii) *Family Exchange and Mart.* In every home where there are children there comes a time when parents find an accumulation of outgrown clothing, and toys and books which have lost their appeal. Naturally these parents (mothers in particular) would like to get back some of the original outlay on such items in order to purchase fresh ones that are badly needed for their ever-growing youngsters.

So how about suggesting to them that the Group headquarters can be made available one afternoon when a buying and selling session could be held? In return a small percentage of the moneys received might be given towards Group funds, say a penny in the shilling or two shillings in the pound.

With some background music and a cup of tea (on sale!) such an exchange and mart could also be made a pleasant social occasion.

* * *

And if YOU have 'wind-raising' ideas not in this book, please let us have full details of them.

