

TIDEWATER COUNCIL UNIT BUDGET PLANNING

AND

WORKSHEETS

Enclosed in this document are:

- A letter from the Scout executive and his perspective on the importance of budget planning
- Information on brainstorming to actually drawing up your unit's budget
- A sample letter that can be used in conjunction with the popcorn sale
- A Scout Information template that can be used to fill in the blanks on communicating your budget
- A real sample budget from a unit
- Where the money goes in the council's popcorn sale

Don't forget to download the popcorn book on the process of the current sale. You can secure it from:

www.tidewaterbsa.com

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Dear Scouts and Leaders,

I think we all agree that in Scouting we want to concentrate on the “ing” of the word Scouting. We want to be out and about and doing things we all dreamed about.

To fulfill all of these dreams, we must have a clear and concise plan. Within that plan must be a budget so we can see from a “numbers perspective” what we need to do to raise money to do all the things that we come up with.

What makes a great Scouting unit? We have identified the following key items:

Great volunteer leadership who are trained in the program of Scouting.

A great yearly written program plan.

A budget that is both accurate and takes into account the dreams of its membership.

Great communication between the leaders, Scouts, and parents.

In this world everything is possible if we have great leadership, have a plan that we can all follow, and everyone does their part.

Scouting was meant not as an individual device to develop individuals, but as a means to provide service to the community and to build leadership for the future. Everyone needs to help in the setting of that example and we encourage you to take on the task of doing a great job when it comes to program planning and budgeting. Remember, we said that everyone must be involved and everyone must do their part.

Good luck and we certainly think that the materials contained within this book are well worth the reading and following.

Sincerely,

A handwritten signature in cursive script that reads "Bill Deany".

Bill Deany
Scout executive

STEP TWO: ACTIVITY PLANNER



The next step in the plan is to figure out when these various activities will occur. Not everyone will do everything, and not everything is for everyone. Here is one method for planning each activity. Use a different or longer form if you would like. Assign what you may consider the cost for these activities. Is there an entrance fee, a patch cost, will food be involved, etc? You don't have to know the exact cost, just make a good guess. Try to be within 15% of what is anticipated as a cost. When you have made your complete list, add up the total cost of your events. You will use this number in the next set of worksheets.

MONTH	ACTIVITY	# OF YOUTH	COST PER MEMBER	TOTAL COST
August				
September				
October				
November				
December				
January				
February				
March				
April				
May				
June/July				

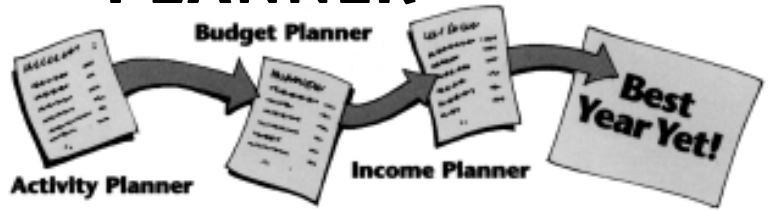
(Multiply the number of youth involved per activity times the cost per member to get the result for the total cost column) (A) Total Activity Plan \$_____ (add up cost column for total)

STEP THREE:

BUDGET PLANNER

Now, add your other expenses to the activities that your members have planned for the year.

(A) Total Activity Plan (from Step 2) \$ _____



OTHER UNIT EXPENSES

MULTIPLY THE # OF YOUTH TIMES THE COST FOR:

Registration, Insurance \$ _____

Boys' Life _____

Uniforms (may be parts of the uniform or it may be the whole uniform) _____

Books/packets _____

Advancements _____

Other awards _____

Religious Emblems _____

Recognition _____

MULTIPLY THE # OF LEADERS TIMES THE COST FOR:

Adult Leader Training \$ _____

Adult Leader Registration _____

Recognition Awards-Adults _____

EQUIPMENT

Make a list of equipment, props, etc. that are needed for the current year. Make sure you know the current condition and whereabouts of your current equipment. An inventory should include the quantity, location, and condition of the equipment.

Current Needs \$ _____

2-3 Year Needs _____

OPERATING

Mailings and Postage \$ _____

Supplies _____

Miscellaneous Items _____

(B) Total Other Unit Expenses \$ _____

(Add up all of the expenses in this column, including the amount from item A the top.)

INCOME SOURCES

ADD UP your unit's income from sources other than popcorn, below: (you may or may not have sources for all of the categories)

Registration Fees, Insurance \$ _____

Dues _____

Other Income _____

(C) Total Income other than from Popcorn \$ _____

Now, subtract your unit's income from sources other than popcorn (C) from your total unit's expenses (B) to find the Income Required from Popcorn (D).

(B) Total Unit Expenses \$ _____

Minus (C) Total Income Other than Popcorn (\$ _____)

= (D) Total income Needed from Popcorn Sale \$ _____

STEP FOUR: INCOME PLANNER



The next step is to calculate the amount of popcorn your unit and each member needs to sell to meet your budget.

$$\text{\$} \underline{\hspace{2cm}} \div \underline{\hspace{2cm}} \% = \text{\$} \underline{\hspace{2cm}}$$

(D) Income Needed from Popcorn Sale (example: \$5,000 income needed divided by .40=\$12,500)

Popcorn Commission% (total retail sales)

$$\text{\$} \underline{\hspace{2cm}} \div \underline{\hspace{2cm}} = \text{\$} \underline{\hspace{2cm}}$$

Unit Sale Goal (total retail sales) (example: \$12,500 divided by 40 Scouts=\$312.50)

Number of Scouts

Per Member Sales Goal

$$\text{\$} \underline{\hspace{2cm}} \div \text{\$} \underline{14} = \underline{\hspace{2cm}}$$

Per Member Sales Goal

National Average Container Price

Container Goal Per Scout

(example: \$312.50 divided by \$14=22 containers)

STEP FIVE: MARKETING-



MAKING IT WORK PLANNER

If you have followed the previous steps, than you know what it takes to have just one fund-raising activity.

Let's review what we have done. Your members have determined where they are going in terms of program and activities. They have determined the costs. They have added them all together and calculated a full year's program. They have determined the total amount of product that they need to sell per youth member. They are all very aware of what the costs are for your unit's Scouting program.



STEP SIX: SEVEN STEPS TO SUCCESS

1. Committee Chair appoints a unit popcorn kernel and a committee of at least three to five members.

A key part of their job is to make sure that they understand the popcorn campaign. They should read all of the materials available and attend the workshops.

2. Now your popcorn committee steps in with the Popcorn campaign. Your first goal here is to figure out how many containers you will need to sell per member to do just one fund-raising event.

3. INFORMATION PLEASE. Communication is a two-way process. Send a letter to your parents about the importance of this campaign.

When parents are shown the connection between the popcorn sale and the activities planned for the year, they'll support the sale.

4. KICKOFF. Your kickoff with parents in attendance is important. Let's get our families energized! This is your best chance to show moms and dads why it's important to support the popcorn sale. Use the sample kickoff agenda as a starting point, make sure its fun and emphasizes the right points. Remember, this is going to be your only fundraiser.

During the kickoff, everyone has to know what the goal is—the container goal per member. During the kickoff, you'll roll out your plans for recognition, Show-N-Sell formats, safety issues, how to sell at work, calling relatives, etc.

Don't forget to emphasize the special sports level prize recognition. It doesn't take a lot to earn this distinctive and very collectible recognition.

5. KEEP TRACK OF YOUR PROGRESS

Each week of the sale keep your members updated on the unit's progress toward the goal. Weekly is best—you'll know where you stand.

6. GIVE RECOGNITION

Each week of the sale, recognize some of the best sellers of the campaign. Who's on top, who did the most this week, who hit their container goal, and success stories. Give prizes out weekly.

7. KEEP THEIR EYE ON THE GOAL!

By keeping the unit Popcorn Goal in front of your members, you're going to keep moving in the right direction. The real reward for a great popcorn sale is the best year in Scouting, ever!

YOUR BEST YEAR, EVER

We build leadership by practicing good techniques of leadership. We are expected to plan, budget, set goals, motivate, inspire, and communicate. Can you think of a better way of doing all of this and develop character at the same time? In Scouts, we don't talk about it, we do it!

Communicate
and Win!

SAMPLE LETTER TO PARENTS

To: Scout Parents
From: Joe Leader, Cubmaster- Pack XXX
Re: The Popcorn Fundraiser

As you may know, Cub Scout Pack XXX members will soon begin selling popcorn as their annual fundraiser. Last years' sale totaled \$21,588 which was first in the Tidewater Council. The total prize outlay from our Pack to the boys, plus registration and Boys Life fees, equaled \$3,575. The remainder of the profit, about \$6,355, was used to fund our program. Our basic program last year cost \$6716. The remaining profit was combined with the profit from the prior year to purchase camping equipment, cater the Blue and Gold dinner, provide funding to the Dens, as well as holding a wonderful skating party for all of the Scouts and their families. Our past popcorn fundraisers have enabled us to provide a quality program for our Scouts without asking the parents and guardians to constantly reach into their wallets.

With over 60 boys currently registered, Pack XXX is one of the largest Packs in the _____ District. As leaders, our work began in May with our Leader Planning Meeting. We agreed that our Pack provided an excellent program for our boys in 2006/2007, which we would like to repeat in 2006/2007. We estimate that our basic program will cost \$7704. We estimate that we will need \$6300 in revenue from this popcorn sale to provide sales prizes and administer a basic program. This translates into a sales goal of \$250 per Scout. We also have additional items that we would like to add to the basic program if we exceed our Pack sales goal of \$15,000.

The important thing to remember is that our Pack has a lot of costs to cover in order to provide a quality program for our boys; it's far easier for you and our leaders if we don't have to collect monthly dues from the boys and if we can minimize your out-of-pocket expenses. This way we are not "nickel and dime'ing" you all of the time. Additionally, many of us like to see our boys learn the value of earning money through their own efforts. We also feel this sale teaches the boys goalsetting and how to count money.

Aside from the recommended minimum goal of \$250, we don't set your sales goal. Your family should discuss this and decide for yourselves. We provide prize incentives to make it fun for the boys and we have found that popcorn sales are an easy way to fund our program. Last year we spent \$6716 on the basic program which averaged out to nearly \$95 per boy.

Finally, you can help your boy by taking orders from fellow co-workers, but we have found that the boys are better salesmen (especially door-to-door, in uniform, and accompanied by an adult). Our Pack will meet on August 24th for the annual Pack Picnic and this is the day we have chosen to begin our Popcorn Sales. Our Popcorn Kernal this year is _____. She will have product available for checkout at the Picnic and at her house—Please call first to ensure she is at home. Her home number is _____; her cell is _____. She lives in the _____ subdivision at _____. Thanks and Good Luck!

This pack will also attach their pack budget.

Scout Information Template (modify for your unit's use)

DATE

_____ POPCORN KICKOFF DATE

_____ Show N Sale, please come on this date to help sell popcorn in front of _____, located at _____. If you cannot attend, please call one week in advance.

_____ POPCORN SALE STARTS

_____ POPCORN SALE ENDS. Total your order by item and dollars.

_____ You must tell your leader the amount of each product that you need and the amount of dollars you will be collecting. Also tell your leader the dollar level you sold and what prizes you have earned.

_____ After Noon- Contact your leader to pick up popcorn order at his/her house or an alternate site. Collect and turn in your money to your leader. All checks payable to the unit. Discuss with your leader about converting cash to checks to turn in.

_____ Scouts deliver popcorn and collect money. Collect money so you will have it to turn into your leader before _____. You will need to pay your leader for you full order by this date whether or not you have completed delivery and collections. Delivery and collection is your responsibility to follow up on.

This year's sale will be better than ever with the exceptional products , and the prizes are terrific! Our unit's goal is \$_____, which breaks down to _____ containers of popcorn sold per person.

Reaching your personal goal will be easy to do if you ask for sales from your:

1. Parents, Grandparents, Uncles, and Aunts - all the relatives. For a year's worth of microwave at home, you'll need about 10 boxes of 15 packs! The large tins make great gifts for relatives and teachers too!
2. The co-workers at your parent's workplace (give them an order form to take in).
3. All the neighbors on your block.
4. Try to fill at least one page of the Take Order Form!

You should be able to fill one page in only a couple of days.

There is a special prize that is being offered this year. It is a baseball bat, made by Louisville Slugger and it has the Boy Scouts of America emblem on it. This prize is easily reached at the \$425 level of sales. There is a special prize at the \$500 level which is a special collectors shoulder strip. At the \$1,000 level one can also earn an additional sports item.

Remember, never sell alone, never carry large amounts of cash, wear your uniform, and always say "Thank You and Welcome."

Good luck on your sales. If we all work together, we will be able to have this as our only unit's fundraiser for the entire year.

Please contact _____ if you have any questions.

This may be an old form but it's a real budget of a real unit

CUB SCOUT PACK 942 SPENDING BUDGET FOR FISCAL YEAR 2000

BUDGETED RECEIPTS

Recharter Fees (140 @ \$9 ea)	\$1260
New Member Initiation Fees (24 @ \$25 ea).....	\$ 600
<u>Total Receipts</u>	\$1860

BUDGETED EXPENSES

Den Crafts & Awards Funding @ \$10 per boy 120 boys)	\$1200
Webelos Graduation Gifts.....	\$ 100
Blue & Gold Banquet Shortfall.....	\$ 400
Father/Son Cake Bake Awards.....	\$ 100
Derby Day Kits and Awards	\$ 900
Leader Registration (30 adults @ \$7 ea)	\$ 210
Wacky Olympics Medals.....	\$ 240
Tiger Cub Graduation Gifts (Handbooks)	\$ 200
God & Me Awards.....	\$ 200
Resident Camp Food Expenses	\$ 100
Putt-Putt Summer Outing.....	\$ 300
Cubmobile Races Expenses	\$ 50
Swim Party (Lifeguards & Pool Fee)	\$ 150
Summertime Awards	\$ 50
Tiger Cub Materials (36 @ \$5.50 ea)	\$ 200
Parent/Son Camporee Misc Expenses	\$ 50
Leader Training	\$ 100
WFU Football Game Tickets for Scouts (80 @ \$5 ea)	\$ 400
Popcorn Sale Promotional Prizes & Expenses	\$1960
Christmas Party Entertainment Expenses	\$ 100
Copies, Postage, etc.....	\$ 300
Unbudgeted Miscellaneous.....	\$ 300
<u>Total Expenses</u>	\$7460

TOTAL POPCORN COMMISSIONED NEEDED\$5600

Therefore, we need 140 boys to sell a minimum of \$125 each which will produce a profit of \$40 per boy to the pack; 140 times \$40 is \$5600. Our pack's minimum sales goal is \$17,500. (This assumes that the pack gets its maximum profit margin of 32% by paying the council on time in December.)

<p>1999 Sales Results for Pack 942</p> <p>Gross Sales \$68,528 (\$21,000 more than 1998)</p> <p>Number of Active Scouts Selling: 134 of 136 = 99%</p> <p>Per Boy Sales Goal of \$125 = 96% achieved this goal</p> <p>42 Scouts sold at least \$500; 21 – \$1000; 2 – over \$2,000</p> <p>Over 40 Adult Registered Leaders</p>
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