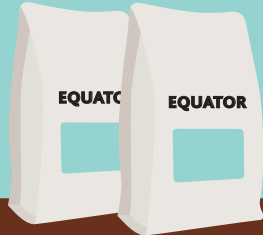


A YEAR OF FUNDRAISING

National Fundraisers



Scout Popcorn
October–December



Scout Coffee
All year round



Scout Seeds
January–March

Food for thought around National Fundraisers

PROS

- Easy Online fundraising options
- Ready-to-use branded resources (social media content, sales brochure, generic campaign information, posters, FAQs, customer service, etc.)
- Great visibility and marketing for the campaigns across Canada

CONS

- The current increase in gas prices across the country will affect the shipping costs for all fundraisers (especially popcorn). Unfortunately, this is out of our control.
- Assess the best fundraising options. This is not a one fit all type of situation. The National Fundraisers can be great options but are not mandatory.

As a group, identify your different fundraising alternatives (local or national) and what's the best way for your Group to raise the funds required to support more amazing adventures. Here are some considerations:



The cost of shipping in your area, if you would like to participate in some of the National Fundraisers (especially for Popcorn and Coffee). Read our FAQs.

Make your fundraising youth-led. Engage your youth in the group's fundraising efforts by having them set some goals and going door-to-door and hosting show and sell.

Consider making a bulk order with other groups for the National Fundraisers.

Important Tips to Keep in Mind

Plan to attend a National Fundraising Townhall to learn more about the different national fundraising options, connect with other groups and receive good tips.

As part of Section planning—make note of National Fundraising Campaign start & end dates and plan ahead.

Consider getting together with other groups to place bulk orders for National Fundraisers to share shipping costs.

Reassess your fundraising needs and goals each year in order to make a plan for the new Scouting year. Evaluate which fundraisers (whether local or national) make sense for your group's reality (location, goals, capacity, timing, etc).

Want more info on each of the fundraiser? Visit our fundraising section on [Scouts.ca](https://www.scouts.ca). All the National fundraisers' resources can be found on Trello: [Fundraising Trello Board](#), [Social Media Board](#).

Have more questions?

Direct your fundraising inquiries to: Scoutcoffee@scouts.ca, Scoutseeds@scouts.ca or Scoutpopcorn@scouts.ca