

# Leaders Guide 2022



BOY SCOUTS OF AMERICA®  
CONNECTICUT YANKEE COUNCIL

SPRING *Sweet*

&  
*SPICY*



FUNDRAISER

## **Summary**

The Sweet & Spicy fundraiser will provide the Scouts of Connecticut Yankee Council with the opportunity to sell Grade A Maple Syrup and Rubin's Original and Bourbon Flavored Hot Sauce. When the Scouts sell popcorn, they are taught to engage the customers by politely asking them if they can have a moment of their time to discuss the Scouting program. To sell the Hot Sauce and Syrup the Scouts will incorporate a marketing component by using recipe dissemination.

Each unit will have the opportunity to create their own recipe using the hot sauce and syrup. When they set up their sales event, the Scouts will engage the customers by telling them about the Scouting program and encouraging them to purchase hot sauce & syrup to try their recipe. Hopefully their table will be set up in front of a grocery store!

The units will have the opportunity to submit their recipe for a contest. The top five entries will compete in a cook-off at ConnJam. Rubin, of Rubin's Hot Sauce will award the winner. The winning recipe will be posted on Rubin's website.

The following provides a breakout of the commissions for the sale:

<b><u>Product</u></b>	<b><u>Retail Price</u></b>	<b><u>Unit Commission</u></b>
<b>Maple Syrup</b>	<b>\$12</b>	<b>\$3.50</b>
<b>Rubin's Hot Sauce</b>	<b>\$10</b>	<b>\$2.50</b>

Timing of Fundraiser: April and May

### **Timeline for the Sweet & Spicy Fundraiser**

*Tuesday, March 1<sup>st</sup>* – E-Blast to Key 3 and Parents

*\*Wednesday, March 2<sup>nd</sup>*, Powahay Roundtable

*Tuesday, March 8<sup>th</sup>* Promoted in Trail Notes

*\*Tuesday, March 8<sup>th</sup>* – Pomperaug Roundtable

*\*Wednesday, March 9<sup>th</sup>* – Scatacook & Quinnipiac Roundtables

*Tuesday, March 15<sup>th</sup>* – Hot Sauce Delivery to Council

*Saturday, March 19<sup>th</sup>* – Syrup and Hot Sauce Distribution at Council

*Tuesday, May 31<sup>st</sup>* Sweet & Spicy Sale Ends

*Wednesday, June 8<sup>th</sup>* – Syrup and Hot Sauce Payment/Returns

*Saturday, June 11<sup>th</sup>*- Syrup and Hot Sauce Payment/Returns option II

\*Rubin will attend roundtables via zoom. He will have a scripted statement. Jim P. will be at the roundtable to promote and answer questions.

To place your order for Maple Syrup and Hot Sauce, please click on the following link:  
[ctyankee.org/sweetnspicy](http://ctyankee.org/sweetnspicy).

For more information, please contact Jim Patterson at [sweetnspicy@ctyankee.org](mailto:sweetnspicy@ctyankee.org).