

# 2025 Meat Sticks Sale Guidebook

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### The Meat Stick Sale

- The 2025 Meat Stick Sale is an exciting new offering designed to help our scouts fund their way to 2025 camp programs.
- 5-stick Multi Packs will sell for \$10 retail, providing Units with earned commissions of \$3.00 for each Multi Pack sold.
- This program is a limited risk product sale, where all Scouts can earn their way to Camp, Philmont, other Scouting activities, or simply to support Unit program or supplies needs. The Council will have multiple product re-order options available to help with reducing unsold inventory concerns.
- Use your product sales skills and experience to fund a great Scouting Experience for all with a product that has proven results and presents great value for those supporting you through their purchases.



# Why Country Meats Meat Sticks?

Historically the Council has provided support to Units with a fundraising solution that presents value to supporters and is more limited in scope than larger campaigns with a consumer-friendly retail price point that still returns a great profit back to scouting. Some insights as to why we are partnering with Country Meats:

- Country Meats has been supporting Scouting nationwide with more than \$20 million in sales over the past 10 years
- Help get more Scouts participating and funding their Scouting Adventure through community support versus impacting family budgets
- Innovative packaging that meets Scouting needs at a price point that Units, Scouts and families have been asking for
- A shelf-stable product that provides nutrition and value to our supporters
- A product that presents a great return for your Units' investment of time in using to fundraise with to pay for awesome scouting experiences

Selling Country Meats 5-stick multi packed meat sticks provide a more efficient program option for both the Council and participating Units, with a product category that consumers are aware of and is in high demand. It also adds to the existing Popcorn sale at a price point units have been wanting.

## Unit Commissions

Units will earn a 30% commission rate for selling the meat stick multi-packs, or \$3.00 per container! Overall Scouting profit is 62.5% so the Council is sharing the majority of the proceed with Units so that we can help get as many Scouts involved in a great Scouting program as possible.

## Value for Camp

How do your Scouts completely pay for Camp or other Scouting activities by participating in the sale? Here are some examples, so choose your adventure and make it happen!

<b>Scout Camp</b>	<b>Cost*</b>	<b># of Multi Packs Sold</b>
<b>Cub Day Camp</b>	\$60	15
<b>Cub Weekend</b>	\$200	50
<b>Webelos Camp</b>	\$150	38
<b>Scout BSA Summer Camp</b>	\$440	110
<b>National High Adventure Bases</b>	\$1,000	250

\*costs reflected are an estimate at 40% commission, actual cost may vary by Council or program

Selling at even a reduced rate of 10 containers per hour, most Scouts can earn enough to pay for Camp over a weekend of selling!



## Sale Dates

August 4, 2025	Kickoff – All Units
August 22, 2025	S/S Popcorn and Meat Stick Orders due
September 12, 2025	Show and Sell Pickup
October 28, 2025	All Take Orders Due to Council
October 28, 2025	All Show and Sell Payments due
November 14, 2025	Take Order Pick Up
December 15, 2025	All monies due to Council

## Meat Stick Products Available

Country Meats has put together a great new offering with their three top-selling flavors in an awesome pre-packaged format! Each multipack contains five of the identified meat sticks we will be selling at a retail price of \$10 each, helping you to raise more money in less time.

- Flavors Available: Original Smoked Hickory, Sweet BBQ, Hot Cajun
  - **Original Smoked Hickory:** This old-school meat stick features a balance of mild, rich, and smoky flavors for a taste of nostalgia
  - **Sweet BBQ:** A definite best seller, this crowd pleaser combines brown sugar with tangy smoke for a sweet and savory meat stick
  - **Hot Cajun:** A blend of white, black and red peppers are used to create this New Orleans-inspired meat stick that carries a little kick of spice
- Ordered at the case level – 40 containers per case, one flavor per case



**SMOKED SNACK STICKS**

# Fundraising for a Great Cause

**9g PROTEIN PER STICK**

*A delicious, protein snack you can feel good about!*

**5 STICK MULTIPACKS \$10.00** RETAIL PRICE



### ORIGINAL SMOKED HICKORY

Savor the rich, smoky blue hickory flavor in this mild and satisfying smoked snack stick.



### HOT CAJUN STYLE

This medium-spicy treat is the essence of Cajun cuisine, and its kick comes from a perfectly balanced combination of white, black and red peppers.



### SWEET BBQ

Infused with the richness of brown sugar, this snack stick captures the essence of classic barbecue and delivers a delicious burst of flavor.





Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
<b>Calories</b> 70	Calories from Fat 25
	<b>% Daily Value*</b>
<b>Total Fat</b> 3g	<b>4%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 25mg	<b>8%</b>
<b>Sodium</b> 490mg	<b>21%</b>
<b>Total Carbohydrate</b> 1g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars less than 1g	
<b>Protein</b> 9g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
<b>Calories</b> 70	Calories from Fat 25
	<b>% Daily Value*</b>
<b>Total Fat</b> 2.5g	<b>4%</b>
Saturated Fat 1g	<b>4%</b>
Trans Fat 0g	
<b>Cholesterol</b> 25mg	<b>8%</b>
<b>Sodium</b> 450mg	<b>19%</b>
<b>Total Carbohydrate</b> 4g	<b>1%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 3g	
<b>Protein</b> 9g	
Vitamin A 2%	Vitamin C 0%
Calcium 0%	Iron 0%

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Serving Size 1 package (28g)	
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Trans Fat 0g	
<b>Cholesterol</b> 25mg	<b>8%</b>
<b>Sodium</b> 450mg	<b>19%</b>
<b>Total Carbohydrate</b> 1g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars less than 1g	
<b>Protein</b> 9g	
Vitamin A 4%	Vitamin C 0%
Calcium 0%	Iron 0%

- Each multipack is comprised of five (5) great tasting meat sticks
- Each meat stick contains:
  - 9 grams of protein with only 70 calories!
  - 1-4 grams of carbohydrates depending on flavor
  - Soy and Gluten free, with no other known allergens
- Individually vacuum sealed within the package with best by date provided on each stick and the multi pack as well
- No need for refrigeration, shelf stable for a year from production!
- Compatible with proven Scouting sales techniques such as Show & Sell and Wagon Sales activities

## Selling Best Practices

Scouts are unique for many more than one reason, and yes being able to raise money from our community is a skill that many of us have honed over the past many years. Remember your past key trainings on how to run an effective product sale and you'll already be half-way to exceeding your goal! In support of continued learning, here are some best practices that will be sure to assist everyone, both new and old to product sales, in having a successful fundraiser this Spring:



- Create a Simple Sales Plan and Goal for what you want to achieve
  - Set your goal from your budgetary needs and how many members are in your Unit
  - Identify how much investment of time you are thinking you will need (use a simple measure of 10 sales per hour minimum)
  - If you are going to conduct store front sales, be sure to talk to store managers in advance just as you may have done with fundraisers in the past
  - A forgotten but still tried and true option is to schedule a Unit Blitz Day for members to sell as a group door to door in specific neighborhoods, community events or festivals, or at similar locations. This gets everyone involved and you can also add in a small Scouting activity on the backend for a celebration or to focus on what is important – SCOUTING.
- Hold a Unit Kickoff
  - This is where we share our goal with everyone and most importantly gain support from our most critical members, our parents.
  - Share a simple sales presentation or script that all your members can memorize and use: Who you are, what you're doing, how they can help, and close with an ask of support (won't you?).
  - Taking time to teach and coach your Scouts will pay huge dividends in their development and public speaking skills, and that will also create more success with your sale.
  - Make sure to communicate any specific Unit guidelines, group activities surrounding the sale, and overall operating procedures to make this simple for all
- Be sure to order the right amount of product
  - While there is an ability to reorder product throughout the sale, help yourself and your Scouts out by ensuring you have enough inventory to cover your planned activities.
  - No one wants to have left over product to deal with. While this is a great product if we take a little care to ensure we align our orders with our goals, then it ultimately makes it a better experience for all. Particularly when you sell out and have exceeded your expectations! Bottom line, use the replenishment orders to keep your sellers stocked and engaged.
- Make sure your sellers are in their Class A uniform so that people can easily recognize your Scouts. The Meat Stick Sale is a Council Approved fundraiser so be sure to always represent Scouting well!
- Safety and Security of and for our Scouts is paramount. Be sure to keep this in mind and instruct sellers:
  - If you are selling in a neighborhood or an apartment area always have a parent with you
  - Never enter a person's home
  - If selling in front of a store front, don't enter the store alone



- Always look potential customers and supporters in the eye and be sure to use your most powerful weapon – your smile!
- To really boost your Scouts individual sales, promote that they sell to the families that live right around them. Wouldn't you agree they could easily approach 15-20 of their neighbors in very little time during your sale? Historically 7 out of 10 people approached at home will support a Scout based on results from years of Scouting product sales, use this information to leverage your Unit's fundraising success.

## Policies and Procedures

Establish your initial order amounts based on a goal of what you have set to raise.

Country Meats recommends an initial order equal to 75% of your goal. Then use replenishment orders to fill in additional needs for product as you approach and exceed your Unit Sales Goal. Replenishment orders will allow Units to reduce exposure to unsold inventory, as well as to go above and beyond any goal you may set.

**To be eligible for any replenishment orders, Units must submit payment of their invoice for the previous order.**

All money is due to Council on or before October 28<sup>th</sup> for first order and December 15<sup>th</sup> for 2<sup>nd</sup> order

Units will only be able to order in full case configurations, at the flavor level.

While this product is shelf stable for 1 year and does not require refrigeration, please take care for proper storage in typical room temperature environments to improve the quality of product for our supporters.

## Points of Contact

Please refer to the contact list in the Popcorn Leaders Guide



## 2025 Andrew Jackson Council

### Meat Sticks for Camp Unit Commitment Form

Sign up by completing this form, initial product orders are due by August \_\_

**YES! Our unit will participate in the 2025 Meat Stick Sale!**

#### Unit Information:

Unit Type: Pack      Troop      Crew      Post      Ship  
(Please circle one)

Unit #: \_\_\_\_\_ District: \_\_\_\_\_

# Of Active Scouts: \_\_\_\_\_ Our Gross Sale Goal is: \_\_\_\_\_

How many cases would your unit like to start the campaign with (40 multi packs/case)?

Original Smoked Hickory - \_\_\_\_\_

Sweet BBQ - \_\_\_\_\_

Hot Cajun - \_\_\_\_\_

Total Cases on Initial Order - \_\_\_\_\_ x \$400 = \_\_\_\_\_ Total Retail Sale Value

Date of unit Kickoff: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

#### Unit Meat Sticks Key Contact Leader:

Name: \_\_\_\_\_ Position in Unit: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Best Contact Number: \_\_\_\_\_ Work Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Please return to Andrew Jackson Council, 2506 Lakeland Dr, Ste 320, Flowood, MS  
39232**

**Scan & Email to Ken Kercheval | [ken.kercheval@scouting.org](mailto:ken.kercheval@scouting.org)**

