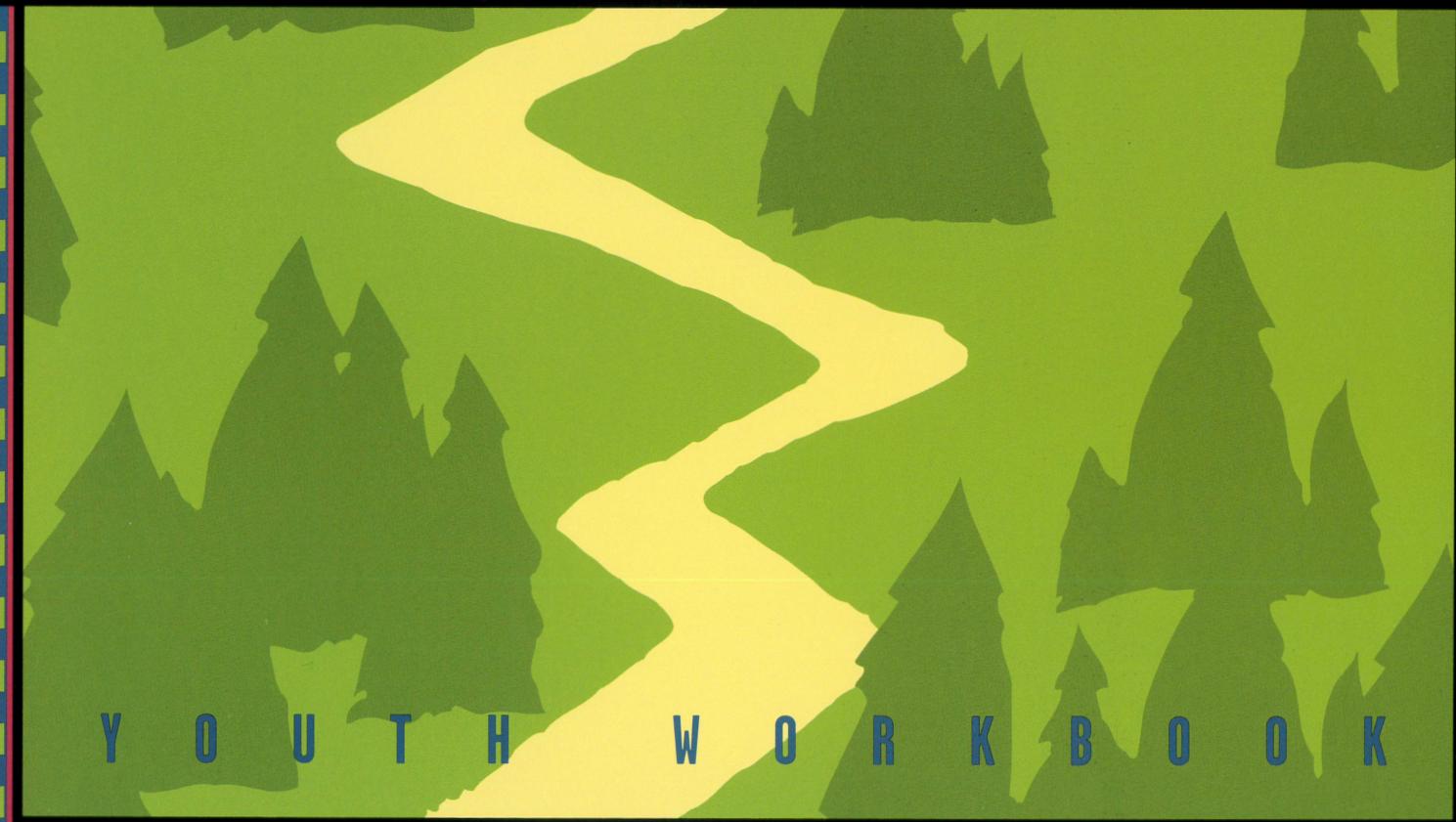




# TRAIL TO CANDY SALE SUCCESS



The *Camp Fire USA Trail to Candy Sale Success Youth Workbook* is an official national publication of Camp Fire USA.

Input for this workbook has been received from several councils or chapters and the Candy Sale Advisory Team. We have tried to include information that will make a difference for your Candy Sale in the future. The Candy Sale Advisory Team members include Jennifer Harris, Alaska Council; Nancy Meadows, Central Alabama Council; Phyllis Morris, Heart of Oklahoma Council; Amy Neal, Roganunda Council; Melissa Reicheneker, First Texas Council; Kathy Unruh, Orca Council; Susan Williams, Heart of Oklahoma Council; Michelle Wood, Buffalo and Erie County Council; Deanna Armstrong, Chief Program Officer; Mary Deay, Chief Development Officer; Vianna Pribble, Candy Sale Consultant and Melissa Winebrenner, Program Design Manager.

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Item No. Z92000  
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**NOTE TO PARENTS ►**

This workbook has been designed to help youth and families understand the basics of participating in the annual Camp Fire USA Candy Sale.

The activities can be done in Camp Fire USA small groups, Community Family Clubs, after-school or in-school programs, or as families, or any venue where Camp Fire programming takes place.

Teens will want to adapt the activities to make them more challenging and to have the maximum impact from the community for the success of the candy sale.

## BASICS ►

This workbook is intended to lead you through the BASICS of selling Camp Fire USA candy and set you firmly on the Trail to Candy Sale Success. Let's spell out what we mean by BASICS.

### **B – BENEFITS**

You benefit by earning awards and recognition for your participation. You can learn the value of time management, planning, new skills and meeting the public with a smile. The local Camp Fire USA programs will benefit from funds to help support the programs in the community. And, the community will benefit from the programs which build caring, confident youth and future leaders.

### **A – ATTITUDE**

By participating in the Candy Sale, you will learn that by keeping a positive attitude and practicing good manners, people will respond positively to your request to purchase candy. Attitude is everything as you approach the public with your product and the stories about your Camp Fire USA experience.

### **S – SETTING GOALS**

You will experience the joy of setting and reaching a personal goal. You will also experience the pride in helping Camp Fire USA earn money to do fun activities and keep the programs strong.

### **I – IMAGE**

You will be representing Camp Fire USA in your community. You will help Camp Fire USA grow by helping the public learn about Camp Fire USA programs and how they benefit the community.

### **C – CANDY**

You and your group have the option of selling a variety of products, which have been approved by Camp Fire USA. They are known for their quality, packaging and service. And they taste great!

### **S – SALE**

You will be selling at a time determined by your local Camp Fire USA council or chapter. That is usually in the months of January and February, although these dates may vary by community.



## SAFETY RULES ►

- Never sell candy alone; always sell with a buddy.
- Always have an adult close by when selling.
- Always have an adult with you if you sell outside your immediate neighborhood or sell after dark.
- Never go inside a house or apartment. Wait outside the door.
- When selling in an apartment building, obtain permission from the apartment manager and be accompanied by an adult.
- Practice traffic safety rules.
- Decide on a safe way to carry money and where to keep it at home until it's turned in.
- Turn in money as soon as possible. Do not take money to school.



## RULES AND FAIRPLAY ►

Every council or chapter has established rules and safe practices for the Candy Sale. Are you allowed to call people ahead of the date of the sale to take orders? If so, what is that date?

\_\_\_\_\_ . Our candy sale ends on \_\_\_\_\_ .

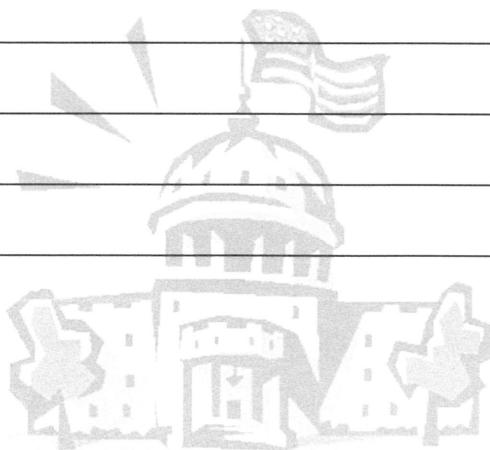
I, \_\_\_\_\_ (name), know that I should not sell candy after the above date. I promise to return candy on a regular basis that I have not sold. I know it isn't fair to keep candy until the last minute. I know I must set goals and sell regularly throughout the sale.

**What are other rules that have been given to me?**

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## **IDENTIFYING CANDY “BUYERS” BEFORE YOUR SALE BEGINS**

If you are a first-time seller or need some help identifying “new” buyers for your candy, consider these ideas:

- Sit down with your leader, program site coordinator or family member and make a list of people in your very own “circle” of friends; for example, long-time neighbors; a religious leader, pastor, or teacher; special relatives who live nearby or come to visit frequently; your mail carrier; business people you and your family see on a regular basis (your parents’ banker, the cashier at the grocery store, the manager of your favorite restaurant; your coach or sports activity leader for swimming, soccer, baseball, gymnastics, etc. You may be able to get promises to buy from these people. Make phone calls to these people and let them know when the Candy Sale begins. Express to them why you’re excited and what awards you intend to earn.

Use the table below to make a list of friends and relatives to call for “Promises” (a promise to buy candy when it is delivered).

- Go over your list once more to be sure you haven't forgotten someone!
  - When the Candy Sale is over, let them know you were successful.
  - Invite them to your recognition program/celebration and thank them again for their support.
  - Finally, tell them you'll be back next year!

## WHERE DO I GO TO SELL CAMP FIRE USA CANDY? ►

Go where people are! You can sell anywhere in your council's or chapter's jurisdiction. If you don't know what that is, ask your council or chapter office for a map.

If you are going into a building complex or business, be sure you get permission from the owner or the person in charge.

Below are some places and people you may want to consider adding to your seller list.

- Barber and beauty shops
- Bowling leagues
- Banks
- Night school
- Dry cleaners
- Parent's place of employment
- Gas stations
- Doctor offices
- Golf courses
- Soccer coaches
- Bridge parties
- Camp Fire USA alumni
- Florists
- Truck stops
- Hardware stores and home centers
- Armory when they have monthly drill
- Tax preparers
- Friends
- Neighbors
- Family Super Bowl parties
- Karate teachers
- Music teachers

**List places in your community or neighborhood where you might go to sell Camp Fire USA candy.** (Don't forget to go door-to-door in your immediate neighborhood accompanied by an adult.)

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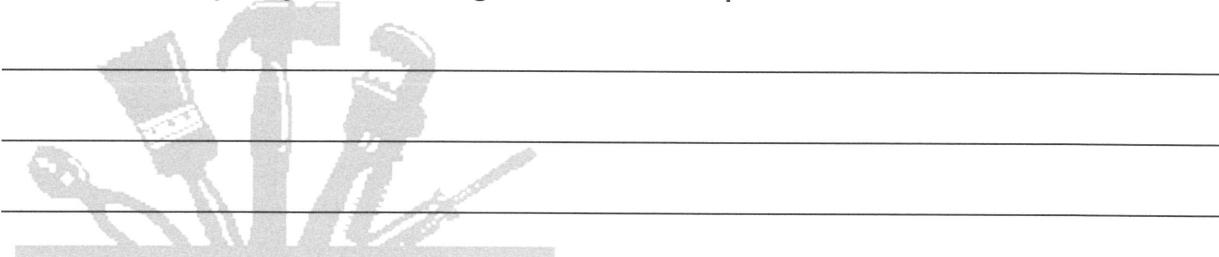
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Selling candy in your community is an excellent opportunity to tell your friends, neighbors, local store owners and others the reasons why you love being involved in Camp Fire USA. Some reasons may include the friends you have made, your leaders, activities, camp programs and much more. **Why do you love being involved in Camp Fire USA?**



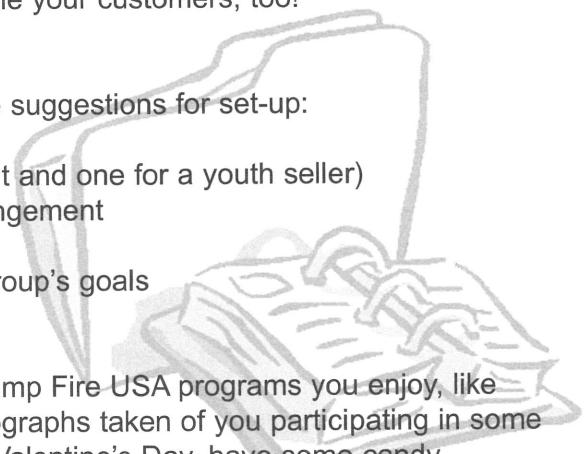
**SITE SALES ►**

Some businesses allow Camp Fire USA adults to set up booths or tables inside or outside of their business. We are very grateful for this opportunity, because lots of candy is sold at site sales. These sites must be arranged in advance by one of the Camp Fire adults. NEVER set up a site sale without prior permission! Always use your very best manners when dealing with the owners of the business and their customers so that they will become your customers, too!

**Checklist for sites sales:**

A site sale should be neat and attractive. Here are some suggestions for set-up:

- Card or folding table
- At least two chairs (One for the adult and one for a youth seller)
- Variety of candy set up in neat arrangement
- Camp Fire USA sign or poster
- Poster with prices listed and your group's goals
- Change and money holder



To make it special, include pictures from some of the Camp Fire USA programs you enjoy, like action pictures taken from your camp brochure, or photographs taken of you participating in some Camp Fire USA programs. If you are selling around St. Valentine's Day, have some candy wrapped in pretty paper. You might wrap several kinds together to make a "Camp Fire USA package." If you are accepting donations of candy purchased for a drive conducted by your group (such as for firefighters, police officers, shelters, or service men and women) have a sign and a box for the purchased candy.)

It would be nice if you had cards to give the people who say, "I used to be in Camp Fire" and encourage them to contact the local Camp Fire USA office.

And last but not least, a sign that says "Thank you for supporting Camp Fire USA" should be very visible.

Some site sale locations are very popular, and shifts should be spread around for several sellers. Please do not overstay your assigned time, and if someone shows up before you are finished, please be polite. Site sales will be more successful if limited to two sellers and at least one adult.

My site sale assignments are:

Date \_\_\_\_\_ Time \_\_\_\_\_ Store Name and Location \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Store Name and Location \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Store Name and Location \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Store Name and Location \_\_\_\_\_

## DOOR-TO-DOOR SALES ►

Another great way to sell Camp Fire USA candy is door-to-door in your neighborhood. IF you do sell door-to-door, you should always have a buddy AND an adult with you at all times. Selling on Super Bowl Sunday or other days when a special TV event is happening is practicing good salesmanship! Don't forget to have special Super Bowl "packages" pre-wrapped with paper representing the two teams. (Even a losing team's packet is popular with half of the buyers!)

## SELLING WHERE PARENTS ARE EMPLOYED ►

Parents can take order forms to work (follow the rules of the sale), and you might even send a picture of you and some of your Camp Fire USA activities to put on their desk. Sometimes businesses will let you sell in person (lucky you!) or outside of the building. Remember always have permission in advance. It's OKAY for parents to help you sell Camp Fire USA candy to their friends and business acquaintances.

## SALES AND SENSE RECOGNITION EMBLEM ►

By your participation in Camp Fire USA Candy Sale, you can earn an emblem for the Sales and Sense project. This is part of the Camp Fire program curriculum. You may also earn the opportunity to belong to the Camp Fire USA Candy Sale Hall of Fame by selling \$1,200 or more of candy. The details are outlined on the following pages.

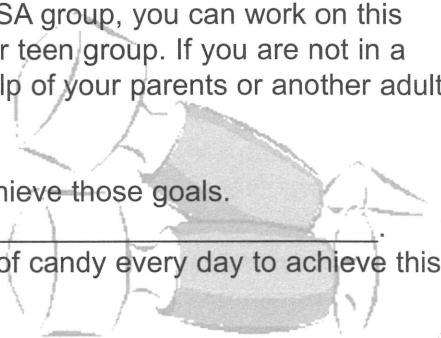
Every seller in Camp Fire USA may work toward completing the Sales and Sense Recognition project and earn the emblem. If you are in a Camp Fire USA group, you can work on this project with your leader and other club members or in your teen group. If you are not in a small group, you can still complete this project with the help of your parents or another adult. There are six requirements in this project:

1. Establish individual and/or group goals and work to achieve those goals.

My goal is \_\_\_\_\_.  
I need to average selling \_\_\_\_\_ units of candy every day to achieve this goal.

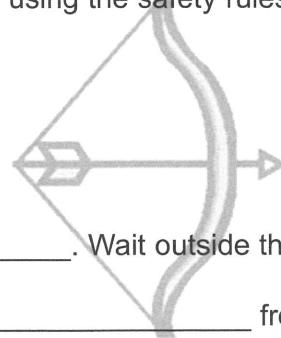
2. Meet the "Fair Share" goal set by the council or chapter. (A "Fair Share" means everyone sells a minimum number of units to help pay for Camp Fire USA programs.)

My Fair Share goal is: \_\_\_\_\_.



3. Learn safety rules for selling to the public. Fill in the blanks below using the safety rules on page 3.

- a) Never sell \_\_\_\_\_. Always sell with a buddy.
- b) Always have an \_\_\_\_\_ close by when selling.
- c) Never go inside a \_\_\_\_\_ or \_\_\_\_\_. Wait outside the door.
- d) When selling in an apartment building, obtain \_\_\_\_\_ from the manager and go with an adult.
- e) Practice \_\_\_\_\_ safety rules.
- f) Decide on a \_\_\_\_\_ way to carry money and where to keep it at home until it's turned in. Do not take money to school.
- g) Turn in cash and checks to your leader, candy sale chairperson, or area distributor\_\_\_\_\_. Checks should be made out to Camp Fire USA.
- h) Always say \_\_\_\_\_ whether or not you make a sale. Remember, YOU are representing Camp Fire USA to the community.
- i) Be neat and clean. "Dress for success" in Camp Fire USA clothing, or wear a \_\_\_\_\_ on the outside of your coat.



4. Learn how to handle money

- Never leave your money unattended. You are responsible for it.
- Always have an adult close by to help make change.
- Learn the prices of the candy and how to count back change under the supervision of the adult with you.
- Learn what it means to "face" bills.
- When a customer pays, be sure to write down the amount of money paid. At the end of each day you have sold candy, make sure that the money collected matches the amount of product sold.

5. Role play to learn effective sales techniques with your friends or parents.

Perform skits with members pretending to sell to other members who act as different types of people, such as an older person, a friend or a neighbor. Include door-to-door selling and public selling, depending upon your group's procedures and plans. Puppets or other props may be used.

*Include the following selling tips in your skits:*

- Be sure that members have simple introductions. "Hello, I'm Carlos and I'm selling candy to earn money for Camp Fire USA."
- Practice making positive requests to buy. "How many boxes would you like to buy?" or "Can I sell you one of each kind?" These are better than "Would you like to buy some candy?"

*Be sure that youth have answers to common questions like:*

- Q:** "What organization are you a member of?"  
**A:** "Camp Fire USA. Let me tell you what I get to do in Camp Fire..."
- Q:** "What is the money used for?"  
**A:** "Camp Fire USA uses some of the money to pay for operating Camp Fire programs, such as camps and after school programs. I will use the money I earn to help pay my way to camp." (Or tell what program you are selling for)
- Q:** "Do I have to pay now?"  
**A:** The answer to this will depend on your council or chapter's procedures.

*Help members change a negative into a positive:*

- Statement:** "It's so expensive." Or, "I can buy similar products for less money at the store."  
**Reply:** "Part of the money pays for the cost of the candy and part of it goes directly to Camp Fire USA programs which help kids like me. So when you buy from me you are making a big difference to kids in Camp Fire USA."

**Statement:** "I'm allergic to chocolate."

**Reply:** "We have other, non-chocolate choices such as \_\_\_\_\_."

**Statement:** "I'm not interested."

**Reply:** "Thank you for your time. And if you change your mind, you can call the Camp Fire USA office and they will get some candy out to you. And remember, you'll be helping kids have great programs in Camp Fire USA."



Read the following situations. Answer the questions using good safety habits.

**Situation 1:** Carlos' mom has gone to the grocery store and he is home with his sister. It is 6 p.m. and starting to get dark. Several Camp Fire USA friends stop by his house. They want to go around the neighborhood to sell candy. What should Carlos do?

**Situation 2:** It is a cold day. Anita and Dawn are going around the neighborhood selling candy. When they stop at the new house at the corner, the lady who opens the door invites them in to warm up. What should Anita and Dawn do?

**Situation 3:** Carmen and Jerome are selling candy in front of a grocery store. A man asks Carmen to come over to the car to get money. What should Carmen do?

**Situation 4:** Tim and Marlo are selling candy. They are in a neighborhood that doesn't have any sidewalks and has a lot of traffic. What should they do?

6. If possible, wear your Camp Fire USA clothes while selling.
  - If you are selling inside or if the weather is very nice, wear your Camp Fire USA uniform or a Camp Fire T-shirt.
  - If it is very cold, be sure you are dressed warmly. You should wear gloves, too. If it is too cold for your uniform to show, then wear a Camp Fire USA ID on the outside of your coat. (Or sticker or pin.) You should always be neat and clean and dressed properly.

Answers to the fill in the blanks:

- |          |          |                       |               |            |         |                        |              |                         |
|----------|----------|-----------------------|---------------|------------|---------|------------------------|--------------|-------------------------|
| a. alone | b. adult | c. house or apartment | d. permission | e. traffic | f. safe | g. as soon as possible | h. thank you | i. Camp Fire USA ID Tag |
|----------|----------|-----------------------|---------------|------------|---------|------------------------|--------------|-------------------------|

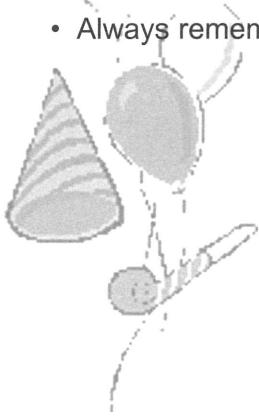
Contact your leader or council or chapter office about purchasing the Sales and Sense recognition emblem.



## HELPFUL TIPS FOR SELLING CANDY ►

Remember these helpful hints when selling Camp Fire USA candy.

- Politeness counts. Always say, “Thank you.”
- Sell door-to-door on Superbowl Sunday.
- Don’t be shy.
- Go to site sales. Make phone calls to get promises. Success depends on a combination of methods.
- Always look your best and be in Camp Fire USA clothing.
- Set a sales goal for each day.
- Set up a cool display at a site sale. Use balloons and posters.
- Sell as much as you can early in the sale.
- Turn in money often. The more money you turn in –the more candy you can check out.
- Practice positive requests like “How many boxes would you like to buy?” Or, “Can I sell you one of each kind?”
- Remember to tell people “we take checks,” to encourage them to buy more than one box.
- Sell what you have—don’t wait until certain varieties come in.
- Always remember to use good manners and SMILE!



## LET'S REVIEW ►

Read over the following items and put a check mark by the ones that are true. Go over the answers with your group leader or parent.

I know that when I sell Camp Fire USA candy I must:

- Always have an adult present.
- Never go into a house, business or car alone.
- Always obey traffic rules.
- Never leave my candy and money unattended.
- Always be polite (even if they say "no").
- Practice "sales techniques" before I ask people to buy.
- Dress for the weather.
- Wear Camp Fire USA identification.
- Keep a smile on my face.



MY GOALS ►

Now that you have learned the BASICS of selling Camp Fire USA candy, let's set your individual Candy Sale goals!

My name \_\_\_\_\_

The date of my Candy Sale is \_\_\_\_\_ through \_\_\_\_\_

We are selling:

\_\_\_\_\_ Cost: \_\_\_\_\_



My "Fair Share" amount is: \_\_\_\_\_

My goal is: \_\_\_\_\_. When I reach my "Fair Share" I will have earned: \_\_\_\_\_

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My council or chapter's fair share amount is: \_\_\_\_\_

*Remember: Fair share is the amount of candy each seller is expected to sell. This number is established by your council or chapter.*

I get to participate in the following programs which selling Camp Fire USA candy helps support (such as camp).

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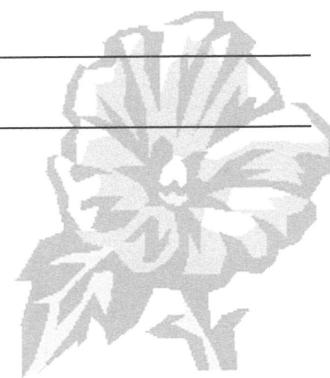
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I like to sell Camp Fire USA candy because: \_\_\_\_\_

My favorite Camp Fire USA candy product is: \_\_\_\_\_

It is my favorite candy because: \_\_\_\_\_



## FAMILY PAGE FOR GRADES K—5

### **Starflight and Adventure groups: The Trail to the Environment 2002/2003**

Each year, Camp Fire USA selects a theme for the candy sale. The 2002/2003 theme, EXPEDITION: CANDY, is based on the Camp Fire Trail to the Environment. Camp Fire USA and the councils may select incentives and awards that reflect care, nurturing and knowledge of the environment. You can help support this program philosophy by tying in environmental knowledge as you sell candy. The following activities are taken from the Camp Fire USA *Starflight* and *Adventure* curriculum.

**KINDERGARTEN:** Go on a nature walk with your family. (Take your Camp Fire USA candy with you to sell to neighbors as you go). Have each person pick up rocks to collect. Take the rocks home and talk about why each one is special.

**1<sup>st</sup> GRADE:** Have your family take a short hike. (Take your Camp Fire USA candy to sell to your neighbors). Take turns flipping a coin to decide what direction you will go. For example, heads may be right or north and tails left or south. Have a family member call either "heads" or "tails" before the coin is flipped. Change directions often and see what you can find.

**2<sup>nd</sup> GRADE:** If possible, visit a community garden or greenhouse. (Take your Camp Fire USA candy to sell). What kinds of plants are growing there? Do these plants produce flowers or food? If visiting a garden is not possible, check out a book about interesting plants from the library.

**3<sup>rd</sup> GRADE:** (Do this activity after you have been out selling candy and counting your money!) Ask your child to draw a picture and write a story about an imaginary pet. The pet doesn't have to look like a regular dog or cat. How about a cat with rabbit ears or a dog with a beak? Encourage him or her to create an unusual and funny pet. If your have access to the Internet, invite your child to research information on pets and care.

**4<sup>th</sup> GRADE:** Take a walk in a part or in an area that has lots of rocks. (Take your Camp Fire USA candy to sell along the way). Spend time observing the shapes, colors and textures of the rocks. Look up your child's birthstone on the Internet or in books to see what it looks like. Find out what birthstones represent the months of other family members. Help your child start a rock collection of unusual specimens found in your area. Use books or the Internet or talk to a local geologist or science teacher to learn more about the rocks.

**5<sup>th</sup> GRADE:** Take a walk in a neighborhood that has a creek or a lake. (Take your Camp Fire USA candy to sell along the way.) Spend time discussing how water is a precious resource and ways in which you and your family can conserve water. When you get home, locate a sink with a hot water faucet. Ask your child to predict how much water will be wasted until the water is warm. Put a pail under the hot water tap. Turn on the faucet and collect the water. Measure the amount of water collected. Write it down and compare your child's prediction to the actual amount. Then have your child multiply the amount of water wasted by the number of people in your family. This shows the large amount of water that is wasted everyday in our country. Discuss ways to solve this problem with your child.

After completing these activities, discuss how each of them impacts the environment.

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