

# Limited Edition Council Shoulder Patch

The Mayflower Council Stay Safe CSP sold out in only a few short weeks. We have received numerous requests to purchase one. Another order for 250 has been placed. It is the same design but the border color has been changed to orange. This limited edition CSP can be yours for a donation of \$20.00 per CSP. Proceeds from this CSP run will be used to cover the expenses of the personal protection equipment (PPE) purchased for the camp properties, Adventure Day Camp and the council service center.

*Pre-Order yours now – before they are gone!*

Order Now

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## Scouting At A Distance Award

**Scouting At A Distance Award  
For Cub Scouts, Scouts BSA,  
Venturers & Leaders**



Mayflower Council would like to recognize Scouts and adults who are Scouting at a distance with a patch that is sure to be a collector item. Requirements for Scouts and leaders to earn this award are simple.

**Guidelines:**

1. Complete the requirements for the appropriate rank
2. Complete online award completion form
3. Order your patch.
  - The link to order your patch will be provided when you submit your online completion form
  - Patches are \$4 each
  - Our patch design will be available soon and we think it's so cool
4. Award is available for a limited time requirements must be completed by September 30 and patches must be ordered by October 15.
5. Contact Joe Livingston if you have questions about the award.

Continue to follow all applicable state, local, and council guidelines. We encourage you to take and post pictures of your events and post them on social media with the hashtag #mayflowerscoutsinaction #scoutingatadistance

# Scouting At A Distance Award Requirements

## **Cub Scout Den Requirements (complete 3 out of this list)**

- Attend an in person den meeting
- Plan and practice a den skit or song
- Participate in a den campfire (can't be the same as the den meeting from above)
- Perform at least one hour of community service with your den
- Participate in a den scavenger hunt

Award Completion Form

## **Scouts BSA Patrol or Venture Crew Requirements (complete 3 out of this list)**

- Attend an in-person patrol or crew meeting
- Plan and attend an in-person patrol or crew camping trip
- Participate in at least two hours of community service with your patrol or crew
- Go on a 5-mile hike with your patrol
- Participate in a patrol or crew scavenger hunt

Award Completion Form

### **Adult Leader Required**

- Ensure you are 100% trained for your current position through your My.Scouting profile (for ASM, SM, and Crew Advisors if all that is missing is IOLS an in person training submit email to your local council to be notified when this training will be offered next)

## **Adult Leader Elective Requirements (complete 2 out of this list)**

- Facilitate an in person meeting utilizing the guidelines provided at the time based on local guidelines
- Explain Scouting to a non Scouting family or to a community group of your choice
- Share through social media or a letter to the editor explaining the values of Scouting and what Scouting means to you to help spread the positive message of Scouting
- Following Youth Protection Guidelines ensure at least 1 Scout advances a rank or earns a MB (not virtual if allowed by local guidelines)

Award Completion Form

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## **2020 Camp In A Box Not Your Typical Summer Camp**

Looking for a new way to have camp this summer while staying safe from COVID? Introducing Camp in a Box! We have partnered with five other councils to bring you this awesome program! Individuals or troops can sign up to be a part of this historic program! We will have Scouts from at least 4 different states all joining in the fun.

Each Scout gets to choose up to 5 merit badges or programs from 45 different options. For the low price of \$135, we will ship you a box of everything that you'll need for the week including camp swag, program materials, and more to be ready for the action! This is sure to be Not Your Typical Summer Camp! [Click here to download the Camp Guide.](#)

[Click here to sign up today!](#)

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# Scouts BSA Resident Camp Cancelled

Dear Scouting Family:

It is with great disappointment that the Mayflower Council announces that the Commonwealth of Massachusetts will not allow resident camp programs to be conducted before the summer of 2021. As we stated from the initial decision to move forward, we would only do so if we could conduct a safe program, within the guidelines of national, state, and local authorities. Based on this latest information, we will not be able to provide a resident camp experience to our Scouts this summer.

We appreciate your continued patience and understanding over the past 7 weeks, as we pursued all available options and program modifications to offer a safe resident camp experience during the COVID-19 pandemic. Our staff was looking forward to greeting you and bringing you another year of fun, but this will have to wait until next year. All along, our first priority has been the health and safety of our Scouts, their parents, our leaders, staff and all their extended families and communities.

While this news is disappointing, we are providing a Scouts BSA virtual camp option offering each Scout the opportunity to choose up to 5 merit badges or programs from 45 different options. Plus, we will ship you a box of everything that you'll need for the week including camp swag, program materials, and more to be ready for the action! [Click here](#) for all the information and to sign-up.

We will be issuing full refunds to each troop by the end of the month and there is no need to contact the council service center for the refund of the camp fees paid. We ask for your patience as we work through processing all of the refunds. Check our council COVID-19 website for additional updates.

This decision by the Commonwealth does not affect our ability to operate our Cub Scout Adventure Day Camp at Camp Resolute. We are continuing with our plans to offer that program for our Cub Scouts.

We know you are eager to get back to our camps, which is why we have already begun planning bigger and better resident camp programs for next year.

Take care and be well,

Mike Rotar  
Council President

Joshua Paulin  
Council Commissioner

Bryan Feather  
Scout Executive / CEO

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**How To Sell \$1,000 While  
Social Distancing!**

# **How to Sell \$1,000 While Social Distancing Sell for 8 hours, fund your entire year of Scouting!**

## **STEP 1: Create a Trail's End account for your Scout.**

- Text APP to 62771 to download the Trail's End App.

## **STEP 2: Make a list of 30+ people you know to ask for support.**

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook, twitter, etc.).

## **STEP 3: Draft your Scout's sales pitch.**

- Example: Hi **\*\*customer's name\*\***, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

## **STEP 4: Build your Scout's personalized fundraising page.**

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your Scout smiling, preferably in their class A uniform.

- Paste your sales pitch into the About Me section.
- Select your Favorite Product.

## **STEP 5: Ask for support.**

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), text message, email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
- Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

## **STEP 6: Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

## **STEP 7: Have Fun!**

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# **Changes to Council Activity Fee Aug. 1, 2020**

Dear Scouting Families,



Families today have many options, but Scouting continues to stand out as a safe and fun atmosphere where a kid can be a kid all while preparing them to become an even better adult.

As we look toward the future of Scouting, the Mayflower Council is committed to providing a wholesome and cost-effective Scouting experience.

Our activity fee is being increased out of necessity to support critical safety components of our organization like youth protection resources, criminal background checks, technology upgrades and insurance coverage rates which have risen substantially over the past few years.

The Mayflower Council staff and board volunteers have worked tirelessly to keep the cost of Scouting as low as possible for our families. Our council is fiscally sound; however, it is crucial that we continuously review our financial structure in order to guarantee the longevity of our local programs.

Over the past three years, our council has maintained the activity fee and subsidized rising core costs – the greatest being insurance coverage – to keep fees as low as possible. Unfortunately, it is no longer possible to subsidize these costs at past levels.

Additionally, COVID-19 coupled with the challenges created by a National BSA bankruptcy, has required our council to consider how these external factors will impact Scouting in the MetroWest and South Shore.

As a result, the Mayflower Council has been forced to make dramatic changes to expenses because of the decreases in our traditional revenue sources.

## ACTIONS & TRENDS

- Family participation in our annual Investment in Character fundraising campaign has fallen from 16% to

only 5%.

- Due to COVID-19 camp restrictions we have absorbed \$406,000 in camp loss of revenue
- We have reduced our expenses by 31%
- The Mayflower Council Staff has been reduced by 10%

The decision to increase our activity fee was not made lightly, but it is necessary to fulfill our promise and continue to offer the level of Scouting our families are accustomed to without any decline in service. Many factors went into increasing the council activity fee and it was imperative that the information was conveyed in a timely manner to our units and families.

The activity fee will allow the Mayflower Council to provide:

- Medical and accident insurance coverage as well as local liability insurance for all registered members.
- Free tent camping at Camp Resolute, Camp Squanto and Nobscot Scout Reservation.
- Camp fees that are as low as possible while enhancing camp properties.
- Free required training course for adult leaders.

For a comprehensive list of how the Mayflower Council supports units and Scouting families [click here](#).

After careful consideration, and approval by the Mayflower Council Executive Board, beginning on August 1, 2020, the activity fee will be increased from \$30 to \$36 per youth member (50 cents per month) in Cub Scouting, Scouts BSA, Venturing and Exploring. (the previous activity fee excluded Lions, 18 – 21 year old Venturers and Explorers.) The fee will not apply to adult members and will be prorated on a monthly basis. The new fee will not apply to existing members until their unit recharter for 2021.

One hundred percent of the recently increased annual National registration fee goes to the National Boy Scouts of America

Council to support Scouting for you. Including: Scoutbook; Youth Protection Training; liability insurance; program development and much more.

If you have questions on the council activity fee or the National BSA membership fee, please do not hesitate to reach out to your district executive or email us at [communication@mayflowerbsa.org](mailto:communication@mayflowerbsa.org).

We thank you for your commitment to Scouting in the Mayflower Council and urge you to continue to be an advocate for Scouting as our programs are preparing thousands of youth across the MetroWest and the South Shore of Massachusetts, for life.

Yours in Scouting,

Mike Rotar  
Council President

Josh Paulin  
Council Commissioner

Bryan Feather  
Scout Executive / CEO

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## Free Square Reader

**If you are a Scout who sold at  
least \$1,000 in 2019,**

# congratulations!

Trail's End is awarding you a FREE square reader to help you with your sales in 2020. Be sure to redeem your FREE square reader on your Trail's End App beginning July 1.

- Scouts who sold \$1,000 – \$3,499 in 2019 will receive a Square reader (headphone or lightning).
- Scouts who sold \$3,500 or more in 2019 you will receive a FREE contactless Bluetooth reader.



**CREDIT SALES ARE BEST FOR SCOUTS**  
TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"  
*Trail's End pays for all credit card fees!*

- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
- Safer – Scouts don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

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## Scout Entrepreneur Challenge

The first 200 Scouts to hit the goal of \$2,500 in online direct sales from July 1 – August 15 will receive an additional \$200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and e-commerce.

# **How to Sell \$1,000 Social Distancing**

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### **STEP 4: Build your Scout's personalized fundraising page.**

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your Scout smiling, preferably in their Class A uniform.

- Paste your sales pitch into the About Me section.
- Select your Favorite Product.

## **STEP 5: Ask for support.**

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online
- Direct cart sharing feature so you customer can complete the purchase.
- Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

## **STEP 6: Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit [www.trails-end.com/onlineacademy](http://www.trails-end.com/onlineacademy) for more tips, and FAQ.

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# **July 1 – August 15 Promotion**

## – Earn 5%

To qualify your unit must be registered.

**REGISTER HERE**

All Trail's End online direct purchases made during July 1 thru August 15 will earn an additional 5% as an Amazon.com gift card for your unit!

Contact all of your Scouts now and ensure they have created their online account.

### ***Online Fundraising: How it works:***

1. Create Your Online Fundraising Page – It takes less than 10 minutes to register, personalize your Scout page, and start selling.
2. Share with Family and Friends – Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
3. Receive Support – Family and friends visit your fundraising page, where the average order value is \$65, and place orders on your behalf.
4. Track Your Online Fundraising Orders – See who's supported your fundraiser, send them thank you emails, and request additional support.

# ONLINE DIRECT

*The safest way of fundraising for Scouts!*



**Safe for Scouts**  
Fundraise from the safety of home.



**Product Variety**  
Traditional products & prices plus more.\*\*



**No Handling**  
Products ship to your customers and all sales are credit.



**Trail's End Rewards\***  
Earn double points for Amazon.com gift cards.

\*Council participation in Trail's End Rewards may vary.  
\*\*Subject to change.

## HOW IT WORKS

### TWO WAYS TO SELL ONLINE

#### SHARE YOUR PAGE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

#### TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

## Free Shipping Weekend

**Orders placed from July 3 – July 5 2020 will receive free shipping!**

Scouts share your fundraising page with friends and family or take Online Direct orders in the app to have Trail's End products shipped to your customers. Scouts, you don't have to collect money or deliver products. No hassle fundraising!

Scouts who shared their fundraising page during FREE Shipping Weekend in 2019 saw 60% more sales!