FUEL FOR THE ADVENTUROUS SPIRIT

BOY SCOUTS OF AMERICA®

JACK LINKS®
PROTEIN SNACKS
THE OFFICIAL PROTEIN SNACK OF BOY SCOUTS OF AMERICA

COUNCIL & LEADER GUIDE

jacklinks.com/boy-scouts-fundraising
TABLE OF CONTENTS

1. Why a Jack Link’s Fundraiser Specific to the Boy Scouts of America?
2. Suggested Timeline and Backdater
3. Fundraiser Logistics and FAQ’s
4. Tools
5. Tips for Victory

Jack Link’s is the Official Protein Snack of the Boy Scouts of America.

Jack Link’s is the Official Sponsor of the Boy Scouts of America Entrepreneurship Merit Badge

To my fellow Scouts,

Congratulations! It’s an honor and privilege to be a part of the incredible Boy Scouts of America family. This family will teach you life lessons that will stay with you long after your summer camp adventures.

Growing up as a Boy Scout left a memorable impression that strongly impacted my future. From troop meetings to camping trips, my years with Troop 97 in Minong, Wisconsin shaped me into the man I am today. Each day, I’m reminded to live my life as every Boy Scout should: by being trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

These values and principles continued to influence my entrepreneurial efforts, ultimately inspiring my company’s values. Jack Link’s was built more than 30 years ago and has thrived because I utilized Scouting lessons like “be prepared” and “anticipate what’s going to happen.” I’m humbled that my entrepreneurial efforts have created opportunities for 3,500 team members worldwide and more than afforded me the ability to provide for my family, friends and community.

Creating the #1 meat snacks company in the US requires hard work, perseverance, discipline, creativity, quick thinking and a high-quality product you’re proud to represent. All lessons I hope you learn as you help raise funds for your Troop and earn your Entrepreneurship merit badge.

With a deep appreciation for my Scouting experience and desire to help foster the next generation of great entrepreneurs, I’m thrilled to be a proud sponsor of Boy Scouts of America and can’t wait to hear about your future successes.

And, as always, Feed Your Wild Side®!

JACK LINK
Founder, Link Snacks, Inc.

WHY A JACK LINK’S FUNDRAISER SPECIFIC TO THE BOY SCOUTS OF AMERICA?

46% of people snack 3+ times per day

With snacking trends leaning towards less fat, sugar & calories, Meat Snacks are becoming the more sought-after choice for health-conscious customers

50% of consumers select animal protein as the best source of protein

Meets the needs of today’s “on-the-go” consumer, appealing to the entire family with multiple snacking occasions throughout the day

Perfectly aligned with nutritional & protein trends

Generates more sales per foot than most Salty Snack categories and delivers Gross Margins 2.4 times the average Center Store Category
Scouting is a values-based program:

Good conduct, respect for others, and honesty, just to name a few. The knowledge gained during Scouting experiences, including fundraising, enable young people to become leaders in their communities and country. The skills Scouts learn will last a lifetime.

Built on a similar foundation, Jack Link’s is a natural partner for the Boy Scouts of America. Family owned and operated, Jack Link’s operates each facility worldwide on a set of core company values:

**STEWARSHIP**
- BE REAL
- SPEED MATTERS
- RELATIONSHIP DRIVEN
- SELF DISCIPLINE
- SHOW AWESOME CHARACTER

The Jack Link’s brand, born of tradition and quality, has grown meat snacks into a modern snacking option for everyone and the #1 Meat Snacks Brand in the United States. Jack Link’s is confident, spirited, authentic and adventurous—just like a dedicated Scout.

**Meat Snacks are consistently growing and redefining itself with innovation and “better-for-you” cleaner labels**

Fundraising is an important part of the Scouting experience.

Jack Link’s encourages Scouts to approach fundraising just like any other adventure—with an entrepreneurial spirit, like that of Jack Link himself. Important life lessons will be learned, and goals will be accomplished.

Fundraising shares the same fundamentals as starting a business: one must maintain a positive attitude and be diligent. Jack Link’s wants to inspire Scouts to brave the adventure with confidence and mental strength. Take it from Jack, there will be ups and downs, but success will come from learning how to set goals and achieve them!

**Local Council Operations**

Jack Link’s is mindful of local Boy Scouts of America council operations and has subsequently developed a fundraising program that seamlessly integrates in councils of all sizes and resources.

- You pick the time of year to coordinate your Jack Link’s fundraiser, although spring is suggested
- One product to sell makes coordinating both orders and shipments quick and easy
- The fundraising kit price point ($15 to the end customer) is low enough to appeal to most customers
- Jack Link’s will offer 60 day net payment terms for council level purchases
- To further encourage the entrepreneurial spirit toy prizes are not part of the plan, rather the focus is on learning to set and accomplish goals
- Jack Link’s fundraising program supports both council and unit level budgets with a suggested even split of revenue generated

**Meat Snacks are the 2nd largest category in Salty Snacks and has the highest growth**

**TAKE IT FROM SOME ENTREPRENEURIAL SCOUTS WHO HAVE STARTED THEIR OWN BUSINESSES TO RAISE MONEY FOR GEAR AND ACTIVITIES …**

“There have been plenty of times I would have rather sat in the air conditioning. But, once I got out there and got my hands dirty, I had a great time with my brother! I look back on what I accomplished and have learned to appreciate things a lot more.”

— Walker, TX
Co-owner, Paint Brothers.

“Be clear with yourself about why you want to do it. If you don’t have a clear vision for yourself and your business, it can be hard to stay motivated. Be good with time management. Know your customers, and go the extra mile for them.”

— Melissa, OR
Past Owner, Yarn of the Month.

“My advice to anyone trying to start a business is to focus on finding ways to improve upon it. Always keep stretching. There will be safe points, but you’ll never know what happens if you don’t take the risks of growing your business.”

— Jarred, TX
Successful Digital Musician.
Due to the shelf life of the Jack Link's products (generally 365 days) and to accommodate other council-coordinated fundraiser seasons, Jack Link's suggests conducting this fundraiser in the spring each year. This also allows the council to sell unsold fundraising kit products in summer camp trading posts and retail Scout Shops. The suggested fundraising price of the kit is $15. The suggested retail price of the kit is $7.99 if sold in trading posts and Scout Shops.

<table>
<thead>
<tr>
<th>STEP</th>
<th>ACTION</th>
<th>SUGGESTED TIME FRAME</th>
<th>LOCAL DATE(S)</th>
<th>HOW JACK LINK’S WILL SUPPORT YOU</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Council confirms its participation</td>
<td>4–6 months prior to kickoff</td>
<td></td>
<td>Contact <a href="mailto:Jim.Siekiera@jacklinks.com">Jim.Siekiera@jacklinks.com</a> if you have questions or concerns.</td>
</tr>
<tr>
<td>2</td>
<td>Confirm unit participation commitments</td>
<td>3–4 months prior to kickoff</td>
<td></td>
<td>Share page 9 of this guide with unit leaders to help them decide.</td>
</tr>
<tr>
<td>3</td>
<td>Unit leader orientation</td>
<td>1–2 months prior to kickoff</td>
<td></td>
<td>Use the tools in this guide and Jack Link’s welcome video to train unit leaders.</td>
</tr>
<tr>
<td>4</td>
<td>Council kickoff</td>
<td>Spring season</td>
<td></td>
<td>You have the flexibility to begin whenever it suits your council’s or unit’s needs.</td>
</tr>
<tr>
<td>5</td>
<td>Confirm shipping address(es)</td>
<td>1 week before submitting order(s) to Jack Link’s</td>
<td></td>
<td>To avoid having unsold product, you may choose to take pre-orders by using the Youth Take-Order Form on page 15.</td>
</tr>
<tr>
<td>6</td>
<td>Submit order(s) to Jack Link’s</td>
<td>At least 3 weeks before sales begin</td>
<td></td>
<td>Jack Link’s will deliver to one address per district within the council (not to PO Boxes). Allow for 8–12 days of shipping time.</td>
</tr>
<tr>
<td>7</td>
<td>Full balance due to Jack Link’s</td>
<td>Within 60 days of order shipping</td>
<td></td>
<td>Jack Link’s has adjusted its regular 14-day payment term to accommodate BSA council operations.</td>
</tr>
<tr>
<td>8</td>
<td>Sales commence</td>
<td>2–12 weeks</td>
<td></td>
<td>You determine the length of your sales.</td>
</tr>
<tr>
<td>9</td>
<td>Celebrate!</td>
<td>1–7 days after sale ends</td>
<td></td>
<td>Encourage youth to apply for the Jack Link’s Entrepreneurial scholarship.</td>
</tr>
<tr>
<td>10</td>
<td>Designate unsold kits/ products for sale in trading posts and Scout Shops</td>
<td>1–8 weeks after sale ends</td>
<td></td>
<td>Jack Link’s suggested retail price is $7.99 per kit.</td>
</tr>
</tbody>
</table>
**What is the difference between a council-coordinated and unit-coordinated fundraiser?**

<table>
<thead>
<tr>
<th>COUNCIL-COORDINATED</th>
<th>UNIT-COORDINATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council staff and volunteers coordinate efforts among all districts and units</td>
<td>Units coordinate their own logistics, timing, kick-off, etc.</td>
</tr>
<tr>
<td>Council assumes the risk of unsold product</td>
<td>Chartering/Partnering organization assumes the risk of unsold product</td>
</tr>
<tr>
<td>Jack Link's will ship to one address per district</td>
<td>Jack Link's will ship to a single residential address with a $250 minimum order (7 cases or 56 kits)</td>
</tr>
<tr>
<td>Unit Money Earning Application is NOT required</td>
<td>Unit Money Earning Application IS required</td>
</tr>
<tr>
<td>60 day payment terms are not for unit coordinated fundraisers</td>
<td></td>
</tr>
</tbody>
</table>

**Pricing and Payment Terms**

<table>
<thead>
<tr>
<th>Wholesale kit price</th>
<th>$5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising kit price</td>
<td>$15</td>
</tr>
<tr>
<td>Left over kits to be sold at trading post &amp; scout shops suggested retail</td>
<td>$7.99</td>
</tr>
</tbody>
</table>

1. **Is the first payment due calculated as a percentage or flat rate?**
   The full balance is due 60 days after your invoice date.

2. **What are the shipping costs?**
   The shipping cost is built into the price of the product. So, councils and unit leaders will not incur additional shipping charges.

3. **What is the suggested retail price of the fundraising kit?**
   The suggested fundraising price of the kit is $15. The suggested retail price of the kit is $7.99 if sold in trading posts and Scout Shops.

4. **What is the cost of the fundraising kit?**
   Jack Link's has set the wholesale price of the fundraising kits at $5 each. Kits are shipped in cases of eight. So, each case costs $40.

5. **Can the council set their own retail price?**
   Yes, councils may set their own retail price. However, the suggested fundraising price of the BSA-branded fundraising kit is $15.

6. **How much of the profit do we retain?**
   Council-coordinated fundraisers: This is ultimately up to the council. However, Jack Link's recommends that councils and units split the profit equally. So, the council and unit would profit $5 each from the sale of each fundraising kit at the suggested retail price.
   Unit-coordinated fundraisers: Units will profit $10 from the sale of each fundraising kit if sold at the suggested fundraising price of $15.

7. **What if we do not sell all the kits that we originally ordered?**
   Council-coordinated fundraisers: Jack Link’s recommends—in true entrepreneurial spirit—that councils sell unsold products in camp trading posts and Scout Shops at a suggested retail price of $7.99. However, you should set a retail price that is acceptable to your market. Councils can break the kit up to sell it in Scout Shops and trading posts.
   Unit-coordinated fundraisers: Consider selling your unsold products at a reduced rate.

8. **How should we accept payment from the end customer for the purchase of a fundraising kit?**
   Your council or unit committee should determine how you manage payment transactions—cash only, mobile payment processing app, personal checks, etc. Unit-coordinated fundraisers collect customer payments in the name of the unit’s chartering or participating organization.

**Fundraiser Logistics and FAQ’s**

See also the Suggested Timeline and Backdater and Tips for Victory sections of this guide.
1. Will Jack Link's ship to a unit leader's house?
Only in the instance of a unit-coordinated fundraiser. Also, Jack Link's will not ship to PO Boxes.

**NOTE:** Unit-coordinated fundraisers require the submission of BSA’s Unit Money Earning Application to the local council before beginning your fundraiser.

2. Will Jack Link’s ship to multiple locations within a council’s boundaries?
Yes, Jack Link’s will ship to one address per district.

3. What is the shipping time from the date we place the order to the date the product arrives?
Your order will arrive within 8–12 days.

4. Who pays the shipping cost when products are delivered to council locations?
The shipping cost is built into the price of the product. So, councils and unit leaders will not incur additional shipping charges.

5. Who pays the return shipping cost if unsold products are returned to Jack Link’s?
Units and councils will not be allowed to return unsold product. Jack Link’s recommends—in true entrepreneurial spirit—that you sell unsold products in camp trading posts and Scout shops at a retail price set by you.

1. How many fundraising kits come in a case?
Eight. (Case item number: 10000022955)

2. Which Jack Link’s products are included in a single fundraising kit?
   - (1) 1.25 oz. Original Beef Jerky
   - (1) 1 oz. Original Tender Bites
   - (1) 1 oz. Teriyaki Tender Bites
   - (2) 0.5 oz. Original 100% Beef Sticks

3. Is Jack Link’s jerky healthy?
Jack Link’s Jerky is packed with protein, while low in fat, calories and carbs. Jack Link’s is pleased to provide the convenient Smart Snack Designation on all jerky and tender bites product packaging. At a glance, you are now able to discern the product attributes and benefits of various Jack Link’s products. Jack Link’s Smart Snack designation makes it easy for you to choose healthier snacks! Easy-to-read messaging includes high in protein, low in fat and carb smart information.

4. What is the shelf life of Jack Link’s products?
   **12-18 months.** Find more FAQs about Jack Link’s products online at www.jacklinks.com/faq.

5. What are the dimensions of the case of eight kits?
There are 48 cases in 1 pallet and 8 units per case.

1. How does my council or unit notify Jack Link’s that we would like to participate in the fundraiser?
Email your completed Council/Unit Order Form to fundraising@jacklinks.com.

2. What is the difference between the Council/Unit Order Form and the Youth Take-Order Form?
Council/Unit Order Form is used to place a council-coordinated or unit-coordinated order of Jack Link’s BSA Fundraising Kits by the case (8/case).
Youth Take-Order Form should not be submitted or emailed to Jack Link’s. Rather, council or unit coordinators should record total customer orders from this form on the Council/Unit Order Form which should be submitted to Jack Link’s.

Questions about placing an order should be directed to fundraising@jacklinks.com.

Questions about the Jack Link’s + BSA fundraising program should be directed to:

**JACK LINK’S:** Jim.Siekiera@jacklinks.com or Owen.Kelly@jacklinks.com

**BSA:** Lisa.Hott@scouting.org
BOY SCOUTS OF AMERICA  
JACK LINK’S FUNDRAISING KIT

Fundraising may not seem as exciting as rock climbing or camping, but it gives Scouts the tools they need to earn their opportunities and support the activities of the Boy Scouts of America. With more than 32 years of experience in the meat snacks business, Jack Link’s tries to make it a little easier for your unit to raise the money they need by offering a quality product that people are happy to buy.

**Item Number:** 1000022955

**Case Contains:** (8) Fundraising Kits

**Each Kit Contains:**
- (1) 1.25 oz. Original Beef Jerky
- (1) 1 oz. Original Tender Bites
- (1) 1 oz. Teriyaki Tender Bites
- (2) 0.5 oz. Original 100% Beef Sticks

**COST FOR A CASE OF 8 KITS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested fundraising price for a single kit</td>
<td>$15</td>
</tr>
<tr>
<td>Council Profit</td>
<td>$5</td>
</tr>
<tr>
<td>Unit Profit</td>
<td>$5</td>
</tr>
<tr>
<td>Suggested retail price for a single kit</td>
<td>$7.99</td>
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</tbody>
</table>

**Welcome Video from Jack Link**
Show at the kickoff, unit leader orientation, or to generate general excitement. 

**Council Order & Form**
For councils, districts and units to record commitments and expected sales goals, which should be used to calculate order quantities.

**Youth Take-Order Form**
For pre-sales, to avoid unsold product, the council/unit orders only what customers have already paid for.

**Kickoff Agenda**
Suggested agenda designed to be short and sweet and complete.

**BSA Unit Money Earning Application**
Required only for unit-coordinated fundraisers to emphasize the 10 guidelines of fundraising in the BSA, submitted to local council at least two weeks prior to beginning your fundraiser.

**TOOLS**

<table>
<thead>
<tr>
<th>TOOL</th>
<th>USE</th>
<th>WHERE TO FIND IT</th>
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<tbody>
<tr>
<td>Welcome Video from Jack Link</td>
<td>Show at the kickoff, unit leader orientation, or to generate general excitement.</td>
<td>Coming soon</td>
</tr>
<tr>
<td>Council Order &amp; Form</td>
<td>For councils, districts and units to record commitments and expected sales goals, which should be used to calculate order quantities.</td>
<td>Page 16 of this guide</td>
</tr>
<tr>
<td>Youth Take-Order Form</td>
<td>For pre-sales, to avoid unsold product, the council/unit orders only what customers have already paid for.</td>
<td>Page 15 of this guide</td>
</tr>
<tr>
<td>Kickoff Agenda</td>
<td>Suggested agenda designed to be short and sweet and complete.</td>
<td>jacklinks.com/boy-scouts-fundraising</td>
</tr>
<tr>
<td>BSA Unit Money Earning Application</td>
<td>Required only for unit-coordinated fundraisers to emphasize the 10 guidelines of fundraising in the BSA, submitted to local council at least two weeks prior to beginning your fundraiser.</td>
<td><a href="https://filestore.scouting.org/filestore/pdf/34427.pdf">https://filestore.scouting.org/filestore/pdf/34427.pdf</a></td>
</tr>
</tbody>
</table>

**Suggested fundraising price for a single kit:** $15

**Council Profit:** $5

**Unit Profit:** $5

**Suggested retail price for a single kit:** $7.99

**Item Number:** 1000022955

**Case Contains:** (8) Fundraising Kits

Each Kit Contains:
- (1) 1.25 oz. Original Beef Jerky
- (1) 1 oz. Original Tender Bites
- (1) 1 oz. Teriyaki Tender Bites
- (2) 0.5 oz. Original 100% Beef Sticks
Submit your order to Jack Link’s only AFTER you have completed steps 1–5 in the suggested timeline.

Councils can sell unsold fundraising kits in the summer camp Trading Post or retail Scout Shops.

Collect pre-orders and corresponding customer payments to avoid unsold products.

Follow the plan. Customize the plan outlined in this guide to suit your needs and resources. Then follow the plan.

Use the tools that have been created for you by Jack Link’s to increase your chance of complete success.

Emphasize the importance of setting goals based on a carefully crafted plan to youth throughout this entire process.

Obtain constructive feedback from unit, district and council leaders after the fundraiser in preparation for next year.

TIPS FOR VICTORY

SALES TIPS:

“Help me to guide summer camp, Philharmonic, etc.”

“Scouting wants us and you to snack healthy!”

“Jack Link’s is made with the highest quality meats.”

“I’m learning how to be an entrepreneur. Will you help me?”

DESIGNED FOR: Councils who wish to avoid having unsold product should encourage Scouts and Explorers to take pre-orders from the public using this form. Unit leaders should total all youth take-orders and submit to the district/council.

^Suggested price point is $15. You may set different prices for different occasions.

Product (10017082885811) contains (8) selling units per case; total case cost is $40. Free shipping starting with 25 cases. Orders will arrive within 8–12 days.

Product (10017082885811) is final sale and cannot be returned to Jack Link’s. Jack Link’s is not responsible for credit card information on this sheet. For security purposes credit card orders can be placed over the phone.
**COUNCIL ORDER & TRACKING FORM**

---

**DISTRICT**

<table>
<thead>
<tr>
<th>UNIT TYPE &amp; NO.</th>
<th>UNIT LEADER NAME</th>
<th>UNIT FUNDRAISER COORDINATOR NAME</th>
<th>UNIT FUNDRAISER COORDINATOR EMAIL</th>
<th>UNIT FUNDRAISER COORDINATOR PHONE</th>
<th>PRODUCT SALES GOAL QTY</th>
<th>PRODUCT PICK UP LOCATION</th>
<th>AMT DUE TO COUNCIL UPON COMPLETION</th>
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<tbody>
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**PRODUCT**

Product (10017082885811) contains (8) selling units per case; total case cost is $40. Free shipping starting with 25 cases. Orders will arrive within 8–12 days. Product (10017082885811) is final sale and cannot be returned to Jack Link’s. Jack Link’s is not responsible for credit card information on this sheet. For security purposes credit card orders can be placed over the phone.

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**COUNCIL**

<table>
<thead>
<tr>
<th>PRODUCT PICK UP LOCATION:</th>
</tr>
</thead>
</table>

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**FUNDRAISER START DATE**

<table>
<thead>
<tr>
<th>PRODUCT SALE PRICE</th>
</tr>
</thead>
</table>

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**FUNDRAISER END DATE**

<table>
<thead>
<tr>
<th>DATE FUNDS DUE TO COUNCIL</th>
</tr>
</thead>
</table>

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**DATE FUNDS DUE TO COUNCIL**

<table>
<thead>
<tr>
<th>UNITS EARN _____ PER PRODUCT SOLD.</th>
</tr>
</thead>
</table>

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**COUNCIL PRODUCT PICK UP LOCATION:**

---

**PRODUCT SALE PRICE**

---

**UNITS EARN _____ PER PRODUCT SOLD.**

---

**FUNDRAISER START DATE**

---

**FUNDRAISER END DATE**

---

**DATE FUNDS DUE TO COUNCIL**

---

**THE OFFICIAL PROTEIN SNACK OF BOY SCOUTS OF AMERICA**

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**DESIGNED FOR:** Council and district representatives should use this form to collect unit sales goals/commitments which will be consolidated into a single council order submitted to Jack Link’s.

**TIP:** To streamline this process councils are encouraged to create an online form with fields similar to those above for units to submit their orders to the district or council.