



PARENT INFORMATION

We are excited that your scout is participating in a CG3 Fundraiser. Our goal is to help them raise money by offering useful, quality products at a great price, all while making the process simple and easy for you!

Americans use over 3 billion batteries a year in toys, remotes, flashlights and more. This is why our most popular fundraising product is our Large Battery Assortment Pack (custom-branded with the Santa Fe Trail Council Logo). Customers receive over \$62 worth of high-quality batteries, with a 10-year shelf-life guarantee, for only \$30. In addition to our batteries, donors love our high-quality electronics (wireless earbuds, power banks and chargers, bluetooth speakers, flashlights and more)! The Solar Power Bank (charges devices anywhere by harnessing the power of the sun) has become a leading seller and donors love our UV Sterilizer/Charger that can kill 99.9% of viruses and bacteria on small electronics, jewelry, make-up brushes, and more...all while charging a phone. We hope our great donor value will help your scout raise the funds they need!

The unit will earn roughly 30%+ per product sold. We hope this fundraiser can help reduce the burden for scouting families.

Customers can easily place their orders online at: SantaFeTrailOrders.com

- ▶ Products will ship DIRECTLY for FREE within 7-10 business days. This is fundraising made easy...no collecting, no sorting, no delivering, no hassle!
 - ▶ Share the website with friends, family and co-workers (near and far) and ask them to enter your Scout's name and unit number at checkout (there are spaces for both). This way your Scout will receive credit for their sales when we close the fundraiser.
 - ▶ Be sure to share your fundraiser with local businesses, many will purchase batteries in bulk to support your unit! They may even be willing to advertise your fundraiser to their own customers!
 - ▶ To better connect, we encourage your Scout to reach out to customers personally (message, email, phone call, or face to face with a parent). They love to hear directly from your Scout about why they are fundraising. Tell them all about Boy Scouts so they fully understand what their purchase is supporting.
- Your Unit Leader has been provided with a social media package that includes great images and product information you can share across all platforms. Other participants have also had great success with creating Facebook events or by sharing a short video about their fundraiser. Have fun and get creative with all the ways you can reach donors!