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# BOY SCOUT APPLE DAY



**HOW  
TO  
RUN  
THEM**

Canadian Headquarters  
The Boy Scouts Association  
OTTAWA

# Boy Scout Apple Days

## How it all began.

Boy Scout Apple Day had its origin more than 20 years ago when a Canadian Scout Executive saw a similar project being operated by a Winnipeg Service Club. This method of raising Scout funds was introduced to the Movement and the first Scout Apple Day was held at Saint John, N.B. on January 30th, 1932. Subsequent Apple Days were held in the same year at Moncton, Fredericton, St. Andrews, McAdam and Marysville, N.B., and Toronto, Owen Sound, Oshawa, Grimsby and Simcoe in Ontario.

The first Apple Day at Saint John was handicapped by a rain and sleet storm, but notwithstanding this, 21,000 apples were sold. Since that time Canadian Scouting funds have benefitted by more than \$1,000,000 through Scout Apple Days which have become more or less common throughout the country.

## Boy Scout Apple Day Questions Answered

### What? Why? Where? When? Who? How?

#### WHAT?



Boy Scout Apple Day is one day in each year when Cubs, Scouts, Sea Scouts, Rovers, Scouters, Group Committeemen and Association officials work TOGETHER to raise funds for Scouting through the sale of Apples. It has been used continuously in many centres across Canada for upwards of 20 years. It is an established policy of Scouting that Scouts do not beg, but in some way, endeavour to give value for money received. Hence, instead of having an ordinary tag day (which is forbidden by Rule 16, P.O.R.), Scouting holds Apple Days and says "Thank You" for each donation by giving the donor a delicious shiny Canadian apple. Donors place their donations in sealed money containers—the boys do not actually handle the money. A tag is also given (where this is permitted under municipal bylaw), so that the donor may wear it to show he has donated to Scouting. The tag also tells other Scouts that the wearer has already made his contribution, and should not, therefore, be solicited again.

Over the years the technique of operating Apple Days has been developed and improved, and this pamphlet is produced to bring approved methods to the attention of Scout organizations planning to use Apple Days as a fund raising effort.

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Attractive street displays such as this one staged by Sea Scouts at Hamilton, Ont., give colour to the Apple Day campaign and sells more apples.



### WHY?



Apple Day has for its chief purpose the raising of funds for Scouting. It has, however, several by-products which are of considerable importance such as:

**Publicity for Scouting.** The presence of many well uniformed, well mannered Cubs and Scouts on the streets on Apple Day is a good advertisement for Scouting.

**Help for Apple Growers.** Scouts offering fine-looking tasty apples for sale is very useful publicity for Canadian Apple Growers and their product.

**Helps Step Up Fall Re-organization.** As most Apple Days are held in the early fall, it means that Packs and Troops must get down to work early in September in order to be ready for the part they must play on Apple Day; and this getting down to work early means they are quickly all set for an active fall and winter season.

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**WHERE?** Almost anywhere. Apple Day succeeds in the smallest centres as well as in the big cities. In fact, on a per capita basis, the results obtained in small centres are often better than those obtained in large ones because it is easier to canvass everybody.



Even Scout centres in the heart of apple-growing districts make a success of Apple Day, as fruit people recognize the value of Apple Day to the fruit producers, and they themselves buy apples from the boys to help the idea along.

**WHEN?** In most parts of Canada the best time of the year to stage an Apple Day campaign appears to be mid-October, and in most cases on a Saturday. After October the chances of being favoured with suitable weather diminish and a wet, cold dreary day certainly is not desirable.



October is also the time when good apples from the new crop become available. They can be purchased direct from growers or dealers before being placed in cold storage and the price is, consequently, considerably less. If, as in a few centres, Apple Day is held in the spring, the cost of winter storage becomes an added charge against the price of apples, thereby reducing the possible profits.

In selecting a date for Apple Day, pay days at local industries, fall fair days, and other local events should be taken into consideration, and every effort should be made to avoid conflicting with the plans and activities of other organizations. Some might choose the Saturday before Thanksgiving Day as the most suitable for their community, while others will avoid this Saturday because many prospective workers and buyers will be away for the last long weekend of the season.

In all cities and towns and in most smaller communities, permission to hold Apple Days must be obtained from the Police Commissioner or other Municipal authority. This permission should be sought early in the year in order that the desired date may be reserved for Apple Day before it is assigned to some other organization for another event.

Once Apple Day has been planned and announced for a definite date it should go on regardless of weather conditions. The boys should be advised to dress according to the weather conditions, and while bad weather makes it unpleasant for all concerned, Scout Apple Day has succeeded almost as well on wet days in many centres as it has on fine days.

**WHO?** Who takes part? To be successful everybody connected with Scouting must have an active part in it. This means everybody—Council or Association officers and members, Group Committeemen, Ladies' Auxiliaries, Scouters, Rover Scouts, Boy Scouts, Sea Scouts, Wolf Cubs—yes, everybody.



The businessmen on the Council or Association and Group Committees serve on the general Apple Day Committee and

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This composite photograph appeared on the front page of an Ottawa newspaper and is a good example of the willingness of newspapers to co-operate in Apple Day publicity.

sub-Committees, plan and supervise financial and other arrangements, man depots and use their cars to keep boys supplied with apples.

Ladies' Auxiliary members help with publicity, polish apples, help Cubs and Scouts decorate baskets, and sometimes provide lunches for boys coming off duty and for the money counters.

The Scouters, with help from Committeemen, supervise the boy salesmen.

The boys do the actual selling.

As in everything else connected with Scouting, when all concerned work together for its success, everybody has fun. There isn't a great deal to be done by any one individual when everybody takes a share—and when everybody takes a share, Scouting benefits from the pride of achievement which everyone has in the success of the effort.

### HOW?

In centres controlled by a District Council or Local Association, Apple Day is the responsibility of the Council or Association. It is customary for the Executive Committee of the District to set up a special Apple Day Committee to carry out the planning and organization.



In centres where there is no district organization, but where there are one or more Scout Groups, Apple Day is conducted as a joint activity directed jointly by the Group Committees in the area. These

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Apples should be polished with a soft cloth before going on sale. A job for Scouts and Cubs who have not full uniform, or for members of Ladies' Auxiliaries.

Committees would name an Apple Day Committee. In such centres the allocation of the proceeds of Apple Day is made on a basis mutually agreed upon by the Group Committees beforehand.

In centres having only one Scout Group, Apple Day is a Group project supervised by the Group Committee acting with the Scouters as an Apple Day Committee.

First thing to be done after deciding to hold an Apple Day is to choose a date and obtain official approval from the proper municipal authority. In most communities this has to be done months ahead of time (see "When?".)

Next, the Apple Day Committee will divide itself into small sub-committees as follows:

**Publicity Committee.** To get an announcement of Apple Day in the local press, on radio, etc., and to arrange for follow-up publicity, intensified as the day approaches. Canadian Headquarters, Ottawa, can supply "mats" for cuts to illustrate newspaper articles or advertisements. Watch expenditure on publicity. Apple Day is sufficiently well known in most centres to make a lot of paid-for publicity unnecessary. A great deal of good publicity can be obtained at little or no cost, and the less the cost, the less to be deducted from the proceeds of apple sales. Suggestions include decorated store windows, window cards and posters painted by the boys themselves, announcements at service club luncheons (perhaps by uniformed Scouts), church services, etc.

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If put up to them, businessmen will co-operate by such things as:

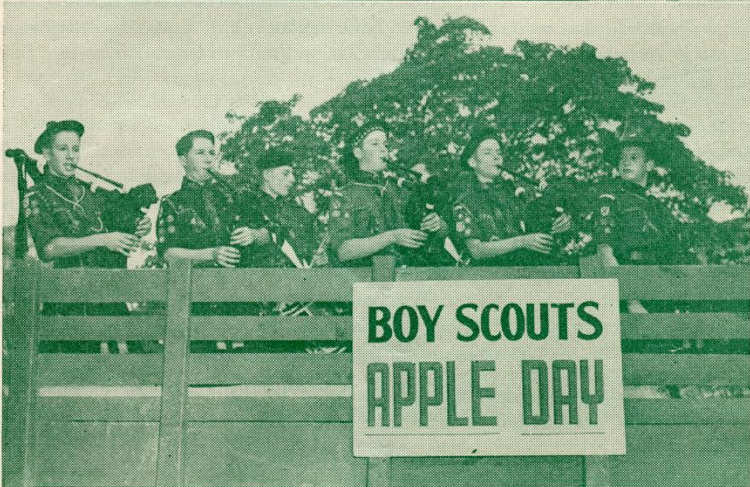
Baker:—Feature special Boy Scout Apple Day Pies.

Grocers and Fruit Dealers:—Apple Displays (remember Apple Day doesn't hurt their business as Scouts do not sell apples in quantity).

Photographer:—Window display of pictures of Cubs, Scouts and Scouters in uniform.

Drug Stores:—Apple Day display of apples labeled "A Good Preventive Medicine—said to keep the doctor away".

You can think up other ideas and suggest them to businessmen.



Typical examples of Apple Day publicity stunts. Both are from Halifax, N.S., the upper a Scouty truck display, and lower a kilted Scout Pipe band.

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**Purchase Committee.** Calculate the number of apples required and arrange for their purchase through local growers and dealers for delivery to depots as required by the Sales Committee. Buy only the very best fruit. It will cost more but it will be worth it, but don't pay more than they're worth. Arrange for purchase of Apple Day tags from Canadian Headquarters, Ottawa—not from Provincial Headquarters. For prices, see page 12 of this pamphlet. Tags should be ordered early to make sure they will be on hand well before the date they are actually required. Make sure that a sufficient supply of baskets and suitable coin boxes are obtained locally and are available for boy salesmen.

**Sales Committee.** Set an objective for the community and then lay plans to attain it. If you had an Apple Day last year, you will want to try to better its results.

**General Sales.** Plan allocation of boys to strategic street corners, entrances to office buildings, factories, etc. Arrange schedule of time for boys to report for duty, and plan things so that no one boy, will be on duty for an unnecessarily long period. Make schedule long enough however, to provide for some boys on duty all morning and well into the afternoon. Local conditions will govern these arrangements.

**House to House Sales.** Plan house to house canvass to make sure of complete coverage and avoid duplication. Some centres find it advantageous to conduct door to door canvass in residential sections on Friday evening starting at 6:30 and finishing not later than 8.30. In such cases donors are asked to wear their tags on Saturday. Door to door canvassing, if held on Saturday morning, should not start before 9:30 as canvassers are liable to find housewives not yet up. The Friday evening canvass also takes care of those housewives who do their marketing on Saturday morning. Arrangements should be made for cars to carry a supply of apples on the canvass routes so that boys will not have to return to depots to replenish their supplies.

It should be noted that many factories do not operate on Saturdays, and in such cases factory canvasses should be made on Friday afternoon with boys with a plentiful supply of apples posted at factory gates. A police permit might be necessary for this type of canvass. Donors should be asked to wear their tags on Saturday.

**Convenient Depots.** Arrange with Purchase Committee to have apples delivered to depots from which boys' baskets may be supplied or replenished. Each depot should have assigned to it enough adult workers to take apples to boys so that it will not be necessary for boys to leave their selling posts.

**Coach Boy Salesmen.** Explain the plan to boy salesmen and enthruse them with the importance of making Apple Day a success. Coach them in selling apples—insist on courtesy, even to persons who decline to buy or may be rude to them. Instruct boys not to eat apples and not to polish apples on their shorts or shirts. If fruit has not been polished beforehand, each boy should be provided with a polishing cloth for the purpose. (See Points for Boy Salesmen on Page 10, and also cartoon on page 11).

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A St. Catharines, Ont., Troop wore Indian headdresses to attract attention. Right, the Lieutenant Governor of Nova Scotia buys the first apple.

**The Scouters' Role.** Scouters will serve on the Sales Committee, their chief duties being to see that boys go on the job neatly uniformed, and that they conduct themselves in a manner creditable to Scouting. Any tendency for boys to leave their posts or bunch up on certain corners should be checked.

**Accounting Committee.** This committee will arrange for the receiving, counting, recording and banking of proceeds, and will submit a report to the general Apple Day Committee. It should arrange for a staff of money counters, enough to get the job done in reasonable time. Counting large quantities of nickels, dimes and quarters can be a long and tedious job if the working numbers are too small.

As soon as possible after Apple Day, the general Apple Day Committee should have a meeting to receive reports from all sub-committees, deal with accounts, etc., extend congratulations to Packs, Troops and others who did outstanding work, and take all steps to finish the job in a business like manner. A report showing gross receipts, expenditures and the net proceeds, the number of apples sold and number of boys selling should be sent to your Provincial Headquarters as soon as the figures are available. Use the local press to announce results to the public.

From the time of his appointment until the activity is completed and all details wound up, the Chairman of the general Apple Day Committee will keep in touch with all sub-committees to insure that they are getting on with their jobs and to correlate their activities.

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### POINTS FOR BOY SALESMEN

Following are suggested points for talks to boy salesmen in preparation for Apple Day. They will, of course, be altered or augmented to fit in with local arrangements. The boys, for instance, will need to be told where their depots are, who they will report to for duty and when, how they will get their apples, coin containers, etc., and to whom they will turn in their containers when they come off duty.

- 1—Apple Day is a job to be undertaken by **all** our members and every boy is expected to be on duty in some capacity.
- 2—Only through the heartiest co-operation of all boys and leaders can we hope to make this year's Apple Day the most successful yet.
- 3—Secure a good sleep the night before Apple Day. Then up bright and early on the morning itself.
- 4—Wear full uniforms. If wet or cold, dress for weather.
- 5—We have only one date in the year for Apple Day. So, rain or shine Apple Day goes on and the task must be completed. Remember the 8th Scout Law.
- 6—Bring a six-quart basket, decorated if possible. The basket is essential.
- 7—Be at your post or depot on time and ready to tackle any job assigned.
- 8—Look smart and be on your toes. **Scouting is on parade.** Don't hold up telephone poles or walls.
- 9—Every person is a prospective donor. Don't let anyone get by without being asked.
- 10—Be courteous and polite even to people who do not buy or who give blunt replies.
- 11—If you are asked "How much"?, reply, "No set amount, Sir, but as much as you can give to help Scouting."
- 12—A "Thank you" always and a snappy salute when possible.
- 13—Every apple counts as a possible gift to Scouting. Don't eat them.
- 14—Be careful how you approach people, Don't use such approaches as: "Wanna buy an apple," "Buy an apple", "An apple for a nickel", "Buy a a tag". Use something like this:
  - "Your Scout apple, Sir (or Madam)."
  - "Give to Scouting and enjoy an apple, Sir."
  - "This is Apple Day, Sir. Will you help Scouting?"
  - "Scouting would like your support, Sir."
- 15—Use of these small phrases will help to impress people with "Scouting on Parade"! "Yes, Sir", "No, Sir", "Thank you, Sir", "Scouting thanks you, Sir". (Or Madam as the case may be).
- 16—Stay on the job assigned to you until relieved or until the definite time you are told to move to depot or some other spot.
- 17—Everyone on the job for a full day; a big day; the most successful Apple Day ever.

Train Your Boys For  
A More Successful

# Apple Day

CANADA'S BIGGEST SCOUT EVENT

LET'S PUT IT OVER IN REAL STYLE



**T**HE ANSWER TO THIS IS "AS MUCH AS YOU CAN GIVE, SIR"



**E**VERY APPLE COUNTS. ONE APPLE TO EACH BUYER



**T**HANK EACH BUYER WITH A SALUTE AND THROW IN A SMILE



**D**ONT WAIT FOR CUSTOMERS GO RIGHT AFTER THEM WITH "ENJOY AN APPLE SIR (OR MADAM)"



**D**ONT GET DISCOURAGED IF YOUR APPLES AREN'T SELLING AS FAST AS YOU WOULD LIKE. STICK TO IT - YOU'LL WIN OUT.



**P**EOPLE WILL JUDGE SCOUTING BY YOUR CONDUCT. ... KEEP YOUR CHIN UP. BE ACTIVE AND THE DAY WILL GO LIKE MAGIC.



**E**VERY APPLE YOU EAT FROM YOUR BASKET ON APPLE DAY IS AN APPLE LOST TO THE SCOUT MOVEMENT



**K**EEP SMILING. A FRIENDLY SMILE OR BOYISH GRIN NOT ONLY SELLS APPLES BUT SPREADS HAPPINESS



**A** FINAL SUGGESTION - DON'T POLISH OR WIPE THE APPLES WHILE ON THE STREET.

**"ENJOY AN APPLE SIR (OR MADAM) AND HELP SCOUTING"**  
OUR SLOGAN FOR THE DAY *by FRISE*

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