
a story of SUCCESS



Boy Scout Troop 24 Cartersville, Ga.

Total Sales	\$21,700
Participants	23 scouts, 3 adults
Sales Average	\$944 per scout
Program	Quick Sell Backpacks

Boy Scout Troop 24 discovered **the power of character and hard work** by selling nearly \$22,000 in RightResponse first aid kits.

Troop leaders learned about RightResponse from another scout leader and contacted a Fundraising Specialist to preview the kits. **"Everyone wanted to touch the kits,** so we knew the boys would be excited about selling," said Vern Donoho, a parent and volunteer leader.

With a background in sales, Donoho and other parents **organized selling events and inspired scouts** to sell with prizes and encouragement.

Though only 23 scouts were selling, they sold so quickly that the troop reordered Quick Sell Backpacks **five times to meet the demand.**

Scouts kept selling for eight weeks and total sales peaked at \$21,700. The **top scout sold almost \$2,400 in kits,** while another racked up sales of \$2,200.

Even adults pitched in, with **one parent selling \$4,000** in kits to a company for use as safety incentives for employees.

Thanks to RightResponse, many of the scouts will be attending camps and Boy Scout Adventure events **with their fees fully paid.**

"The value in the first aid kits the boys were selling was fantastic and it's a great fit for our Scouts!"

– Vern Donoho
Boy Scout Troop 24

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