



# ABCs of Patch Design

## Fund Raising Success

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## John's Rule's of Thumb:

- Every Patch Tells A Story – Tell It
- Don't let text dominate design
- Try to stay close to a \$ 1 per patch on a unit contingent patch ... usually QTY 300
- Don't produce a patch unless its for a big trip, big event , etc if you are looking to make a profit.
- Try to combine more than 1 "Selling" point
- Utilize All Your Selling Venues
  - OA Chapter Meeting, OA District Camporee
  - eBay, Facebook, etc
  - Direct Mail, Alumni of Unit
  - Use patch as reward for Cash donations
- Identify a network of people who can help you.
- Know the Council Rules.





# Fund Raising Success



## FIRST NOAC Chapter Flap Nishkin Lodge 489

### Selling Points:

- 1/ 1990 NOAC
- 2/ Philmont Trek
- 3/ OA Imagery
- 4/ Texas State Flag
- 5/ First Known OA Chapter Contingent Flap that became a trend for NOAC patches. Chapter Name is along the bottom left border "Woapalanne"

# Fund Raising Success

## Success Factors

### Extra Things You Can Do

Create Synergy In Everything You Do –  
Everything Feeds The Goal

- What Is The Easiest Program To Sell In Your Area. Annual Project – Identify One Big Event Every Year. Whether it be Philmont Trek, National Jamboree OR NOAC attendance.
- Have one identified to rally the team
- Ask People What They Love To Do ...  
And Let Them Do It. They'll Give You 110%
- Patch Collectors – Yesterday and Today.  
When  
you put an ad in the ISCA Magazine, on Facebook, Or on Etsy, keep a list of who buys and let them know you'll have another patch coming next year.
- Create a Unit Alumni Association. Invite Alumni  
to a burger place, have a beer (Out of Uniform)  
and tell stories. We call it our Geezer Dinner.

**Fund Raising Success**  
**Success Factors**  
**Extra Things You Can Do**

**Create Synergy In Everything You Do –  
Everything Feeds The Goal**

- Leadership Commitment. Decide If this is a 1 year, 3 year, or 5 year program. If you know you will have a Philmont Trek, Winter Philmont or Philmont Cavalcade trip each year, then incredible “synergies” build a greater capacity to raise funds. Eg. I still have Scouters helping me NOW who were on a Philmont Trip in 2007.
- Expand The Team (If Necessary). When you are open to Scouters outside your group to join you on a Philmont Trip, your ability to take advantage of new Resources increases your chance for success (If you are able to Pre-Qualify them).



## Success Stories



**A Patch That  
Turned Out To  
Be An Annual  
Donation  
(2008)**

- George Perdue and family had 300 years of Scouting Service, so when George passed, we created a patch to honor him. It became an annual award for Top Scout.
- Used One Hour Patch Design Script
- The 2 inch patch cost about \$ 150, we wrote up a detailed account of his 60+ years of Scout service and we award the patch every September.
- The Perdue family started donating approx. \$ 400 a year for Scout Scholarships toward a Religious Pilgrimage. This has been going about 10 years and we haven't had to re-order the patch.

## Success Stories



### National Level Example:

- Troop 32, with Commercial Metals Corp display, conducted a BSA National Level Exhibit for the 100<sup>th</sup> Anniversary National Jamboree. We had to raise \$ 5,000 to do it. Corporate would allow 2 employees to staff exhibit but did not have funds to pay fee. We began our fund raising campaign immediately.
- The First patch issued was a fund raising patch (Above) that generated enough money to produce the remaining set of patches.



## Success Stories



- A feature of this set is that you can sell the 1<sup>st</sup> and the 3<sup>rd</sup> patches separately OR all 3 together.
- TIP. I found early on that it was cheaper to produce three patches than it was to produce one 2 inch by 8 inch patch.



## Success Stories



### National Level Example:

- Unique 100<sup>th</sup> Anniversary National Scout Jamboree Metal Recycling Exhibit CSPs.
  - Creating Different borders for Director (Silver) and Participant (Black) created value and collectibility.
- Hat Patches. The NJ MRE hats and sewing of patches was donated.

# Success Stories



## Patch Series OR Patch Sets

- Philmont is very popular destination within the entire DFW area. When our OA group set out to provide an opportunity to any OA Scout or Scouter in the OA Lodge to go to Winter Philmont Kanik program, it led to a series of trips ... and this added to our fund raising capability because people wanted the entire set. Our contingent patches were the ONLY KNOWN Kanik patches.
- When Philmont changed the name of the Winter program from “Kanik” to “Winter Philmont,” They inadvertently gave us the ONLY KNOWN KANIK contingent patches. With millions of Scouts and Scouters having been to Philmont, any Philmont collector will need at least 1 of these contingent patches to represent the early years of the Winter Philmont program.



## Success Stories

**KANIE**

**SNOW CAMPING TRAIL**  
**NOW AVAILABLE**

**LONGHORN COUNCIL**

**40 YRS OF SERVICE**

**A BRIDGE TO THE FUTURE**  
**LONGHORN COUNCIL**

**THE FUTURE**

**LONGHORN COUNCIL**

**LONGHORN COUNCIL**

## Success Stories

### 2022 ABCs of Patch Design Philmont Training Conference Patch

This is a one-of-a-kind design that will thrill any Philmont collector! Get one patch for \$ 5 or 2 for \$8 Plus .60 postage ( Add \$ 1.20 postage for 2 or more patches). This 2 1/2" by 3 1/4 " addition to the Philmont history of patches is highlighted by a FULL sized astronaut hiking the trails on the moon - a Philmont Training Center – and unique item for any Scout or Scouter. Limited Availability – Order Now!



To Purchase this patch,  
Please make check  
payable to "Troop 32"  
and mail to:  
J Ryan P O Box 1062,  
Colleyville, Tx 76034

### Ad IN ISCA National Newsletter

- The ad shown here is a generic type of ad that anyone can create
- TIP – Always ask the Graphic Artist at the Patch Manufacturer for your design's "Camera Ready Art." They should send it to you and that's free graphics for your patch ad.



# ABCs of Patch Design

## Patchonomics

