

SERVES: COMMUNITY

TIME: NOV-DEC

PRESENTING THE NEED TO MY TEAM

- When you look at all the Christmas signs, do you see more of Jesus, or more of Santa?
- Why do so many kids only think of Santa at Christmas?
- Why are people so busy around the holidays? Why do so many people get stressed out?



- So many people fail to see the true meaning of Christmas because they have nothing to show them this meaning.
- Wouldn't all these people benefit if we provided them with things which show them the true meaning of Christmas?
- We could sell items to help remind people the true meaning of Christmas and also fundraise for our group activities and those in need!

SO MANY PEOPLE TODAY FAIL TO SEE THE TRUE MEANING OF CHRISTMAS.

OUR CALL TO SERVE

Let's show the world that Jesus is the reason for the season!

PROJECT OVERVIEW

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WEEK	STEPS	WEEKLY THEME
1	What to Sell: Decide what you want to sell to promote the true meaning of Christmas and order it, or at least get samples (ideas are in the Provisions). Make a Call: Plan out the rest of this campaign. Ask your parish permission to sell items after weekend masses.	
2	Order Merchandise: Get the dads help to order the merchandise online or at a local retail store. Gather Info: During the week the boys collect information in the news (even from past years) about the restrictions on the celebration of Christmas. Advertise: The boys design a flyer explaining Christmas and that they will offer special items for sale. They should also make an order form to take orders in case the merchandise takes a few weeks to deliver.	
3	Pass It Out: Ensure everyone gets the flyer on the true meaning of Christmas even if they do not buy anything. Team Discussion: Discuss the articles the boys found on restrictions at Christmas.	
4	Follow Up: Make sure to follow up on the delivery of the items with the vendor – you need them by the beginning of week 6. Pass It Out: Continue to advertise.	

BETHLEHEM SHOP





BETHLEHEM SHOP

WEEK	STEPS	WEEKLY THEME
5	Sales Plan: Make out assignments for where and when you will sell the items. Order Forms: Begin taking orders from family and from friends. Boys can even go door to door in their own neighborhoods to jump-start sales.	
6	Stock it: Bring all the items to the club that were delivered and setup samples and price the individual items.	
7	Sell the Public: Go to the parish this weekend and sell the items promoting Christmas after one or more of the Sunday masses. You can also try selling stuff at your school. Pass It Out: Ensure everyone gets the flyer on the true meaning of Christmas even if they do not buy anything. Make sure to say "Merry Christmas" instead of "happy holidays".	
8	Final Sale and Product Delivery: They boys should deliver any sales from the order forms, and do a final sale at the parish over the weekend. Fun Event: Perhaps sledding, a club Christmas party, etc. could be done during the regular club activity time this week.	

PROJECT OVERVIEW

TACTICS BY AREAS

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LOCATION

- Parish: you need to position the team members to ensure you can offer your items to everyone before they leave the parish. Assign different boys and dads to cover all masses.
- 2. School: you can ask your principle or teacher for permission to distribute the flyers and order forms to students and faculty.
- 3. Public location: The place for selling Christmas items could be a craft fair or bazaar, a stand in a mall, or even in front of a grocery store in the evenings. Do not forget to work with the adult leaders to obtain permissions.

PROVISIONS

- Flyer: with each item you sell, you should include a little informational
 flyer about what Christmas truly means. People need to know that
 Christmas is about God becoming man to save us from our sins. This
 should be well designed with some image of either a nativity or mother
 and child. This flyer should be given out even if the person does not buy
 anything. (Use the logo from the Team Leader Resource Center online.)
- 2. Samples: You will need the items you are selling and samples or a catalog to show people.
- 3. Order form: If you cannot obtain the items ahead of time, it is a good idea to create a simple order form with prices. Do not forget to include who to make the check out to!
- 4. Table: You will need to have a table that is attractively set up with the items you are selling, the Conquest name and perhaps even a specific name like "Bethlehem Shop" to give it identity your booth/table. (Use the logo file from the Team Leader Resource Center online.)

SETHLEHEM SHOP

TACTICS BY AREAS

PROVISIONS (CONTINUED) LIST OF IDEAS FOR ITEMS YOU COULD SELL

Autom (www.autom.com) sells religious goods at prices which are half suggested retail but could even be sold for more. For example they sell advent calendars for \$0.59 which you could sell for \$3, and Nativity Scenes for as low as \$0.99 which could be resold for \$5.

Profit Potentials (www.profitpotentials.com) carries many Christmas and religious items as well. One of the top sellers is the Advent candy calendars.

The Catholic Mass ... Revealed DVD is great at explaining the Mass in an attractive format. If you go to (www.CatholicMass.org) you can get directions and a code so that every video you sell will be worth \$10 for the group, even if people order online as long as they use your code. MyArtStamps.com lets you make stamps with custom artwork, you just

need a boy who can draw a Nativity or Baby Jesus. You get \$5 for 20 stamps costing \$25.

Makestickers.com allows you to create your own window clings or bumper sticker designs. A great design to use is "Keep Christ is Christmas" with a silhouette of the nativity scene. Car magnets also sell well.

JustCoffee.org sells fair trade coffee to be used as a fundraiser. It involves a proper understanding of social justice..

You can build 2-D nativity scenes for the lawn and sell them. Basically you make a design, cut it out of plywood, paint it white or black, and attach an anchor to the backside.

Order Olive Wood nativity scenes and rosaries from the Holy Land to sell. These are usually quite pricy and will only do well in an upper class areas of town.

Your imagination, the sky is the limit. Just ensure that they promote Christmas or Catholic values in general.

BETHLEHEM SHOP



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RESPONSIBILITIES

- 1. Writer and Graphic Designer even though the team will distinguish the main points for the flyer on the true meaning of Christmas, a single boy should be assigned to write it and another to make it look nice on the flyer. You can do this as a squad competition if you choose.
- 2. The Adult Volunteer Coordinator should coordinate to ensure every boy can get to the parish and public location where you will be selling. He may also need to help with purchasing materials and seeking permission.
- 3. One boy should be responsible for inventory: either keeping items or tracking how many items need to be ordered.
- 4. The team leader needs to ensure each boy has an opportunity to tell people about the true message of Christmas when they go out.

CONTACTS

- The pastor needs to see you will be promoting a positive Christmas message for his parish and not just using his parish for your fundraiser. He probably has many groups asking to fundraise but few asking to promote the true meaning of Christmas.
- Parishioners at the first parish need to see that they are called to spread the true message of Christmas in simple ways like saying Merry Christmas or giving the nativity scene a central place in their house.
- 3. When you sell stuff in public you will probably get a few irate people, who attack you for imposing your religion, but they have cornered themselves since all Christmas traditions are traced back to Jesus' birth.
- 4. People need to know the nature of the Conquest program and the fact that half the money raised will go to the poor when they buy items. So they need to know the money will go to a good cause.

PROJECT OVERVIEW

DEBRIEFING

SPECIAL OPS

- 1. You need to restrict yourself to a few items to remain effective; too many things lose your focus without giving the community anything better.
- 2. If you sell Christmas items in November it can be ordered and then you can deliver it later. If you sell past the first week of December you can only sell what you have on hand.
- 3. It is best to go to a parish first so the boys can have a test run. It is more ideal to be in public, since the message is heard less there, but the boys need to have a positive experience before they have one that could be negative.
- 4. Due to the up-front financial cost for this project, it cannot be abandoned halfway and still be salvaged. The dads should be involved and consulted. Always remember that promotion of the message of Christmas is above the groups financial concerns.

CONTINGENCY PLAN



- 1. This could be repeated around Easter with stuff on Christ's death and resurrection. In fact, any time of the year is a good time to sell stuff that promotes the Christian message.
- 2. The boys can collect money for nativity scenes rather than selling them and give all these nativity scenes to poor families. You could have a donation basket on the table you are selling items from.
- 3. If the boys are really good at art or poetry they can make a Christmas poem with some illustrations and sell framed copies.
- 4. The boys could get several large pictures or statues donated and then auction them off with a silent bidding on forms.

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