

Popcorn Sales Tips

A Proven Program for Council-Wide Unit Fund Raising

The Product Sale is a “win-win” situation for everyone! Our Scouts have an opportunity to earn outstanding prizes and our units can earn much-needed dollars to deliver a quality program. Finally our Council can continue to provide the many extras that we provide because product sales helps subsidize our two camps and many important other resources.

Your support is greatly appreciated by participating in product sales as your unit’s “Sales Chair”. You are helping to make a difference. We want to thank you, your Scouts, leaders, parents, and “Friends of Scouting” who support popcorn sales.

Last year in the Lake Huron Area Council, units participating in product sales were able to fund their programs with this council sponsored fundraiser.

The Product sale plays an important role in supporting our units and the Lake Huron Area Council. A portion of every sale supports your unit as well as the council’s camps, programs and resources. Your participation in the product sale helps provide some of the following services from the Lake Huron Area Council:

- Subsidized both Camp Rotary and the Paul Bunyan Scout Reservation
- 1st dollar “primary” liability insurance for all registered leaders and chartered organizations
- Accident & Sickness Insurance for EVERY member of the Lake Huron Area Council
- Subsidized Council Activities: including day camps, resident camps, district and council events
- Free training or training offered at a minimal cost, so that our Scouts have the very best leadership possible
- Professional staff that is here to help support your unit, district, and council programs

The Role of the Unit Kernel

- ☺ Determine your unit goal by using the IDEAL YEAR OF SCOUTING plan.
- ☺ Set unit goal and individual youth goals (*we recommend \$350 per Scout or one full Take Order form*).
- ☺ Recruit as many parents as possible to help out.
- ☺ Determine with unit committee the Incentive Package you want to use.
Establish a unit incentive package such as a top seller prize, den or patrol prize, and more!
- ☺ Hold a HUGE EXCITING KICKOFF of all Scouts and Parents in your unit to excite them about how this sale can fund the whole year!
- ☺ Don't forget to talk about the NATIONAL, COUNCIL and UNIT incentives for Scouts.
- ☺ Hold a Parent's Orientation to inform your parents on the plan.
- ☺ Review the plan.
- ☺ Review the settlement process with parents, ie; collection dates, times, etc.
- ☺ Enter sales BY SCOUT in the Trail's End system to ensure proper credit for prizes and awards.
- ☺ Assign parents to various popcorn roles like picking up popcorn, ordering popcorn, collecting boy's orders, prizes and incentives, etc.
- ☺ Inspire the Scouts to sell popcorn.
- ☺ Create as much fan fare and excitement as possible!
- ☺ Ensure all leaders are trained in popcorn procedures and deadlines.
- ☺ Send ALL parents and Scouts to www.trails-end.com for valuable sales information, tips and prize info!
- ☺ Follow the Council Popcorn Campaign Plan described in this book!

Steps to Success

- Conduct a unit kickoff to train your Scouts and parents, so you have a fun, safe and very successful product sale
- Plan to participate in the “Blitz Weekend” to get off to a great start.
- Make sure checks are made payable to YOUR UNIT, so you can deposit them into **YOUR** unit’s checking account and **make ONE check out to the council.**
- Establish a unit goal to shoot for and/or a unit incentive program in addition to the council provided prize program
- Don’t forget your religious organization’s bulletin or hand out. Set up a stand after services and ask those Church Members to support you
- Product can be used as gifts for teachers, co-workers, neighbors, babysitters, and relatives
- Schedule a pick-up and turn-in party for your Scouts and parents
- Place your order on-time and schedule your pick-up time



HOW TO SELL 35 ITEMS IN ONE WEEK

Listed below is a strategy to sell 35 items in one week.

Day	# Sold
<u>MONDAY</u> Sell to Mom and Dad at home after Scout Meeting	1
<u>TUESDAY</u> Scout sells to neighbors on both sides of his house and the two neighbors across the street.	4
<u>WEDNESDAY</u> Mom takes the Popcorn and Magazine Sheet to work or bowling, church, etc.	6
<u>THURSDAY</u> Dad takes the Popcorn and Magazine Sheet to work or golf, church, etc.	4
<u>FRIDAY</u> Call both Grandma's and two favorite Aunts	4
<u>SATURDAY</u> Knock on at least 35 doors in your neighborhood.	16
TOTAL	35
Modify and accelerate this plan to sell to 26 customers during the Blitz Weekend.	

Suggestions to help make your sale a GREAT Success

Goal-setting: Successful Units always set a Unit goal, but the really successful Units also set “per-boy” goals. One Unit leader explained her Unit’s success by saying that she asks every boy to sell \$250 in popcorn, and how to do it, who to ask, etc. She said almost all boys made the goal easily, BUT there were lots of boys (ambitious ones) who went well above that mark... and they made all the money they needed for the year. Another suggestion is to set a goal of going to 35 houses.

Specific Unit and/or Den Kickoffs: Crucially important. Units that are successful with Product sales have a kickoff where they **show** and **explain** the Unit program to parents and boys while telling them how they can pay for it, have fun with a theme, games and skits, explain how to sell, safety tips, and sometimes show prizes the Unit is planning to give boys for selling. They encourage ALL boys and parents to participate, and give the Unit AND per-boy goals here. Units who have poor sales, typically just announce at the end of a meeting that Product materials are at the back, and to pick stuff up on the way out the door. Large units are encouraged to break things down at the Den/Patrol level (kickoffs, goals, etc.) Please remember conducting a unit kick off is one of the mandatory items to receive the 3% bonus.

Blitz Weekend Participation: Explain how getting ALL your boys to participate in the Blitz Weekend can help them get most (or all) the way to their Unit Goal, and more importantly, can allow their boys to have more fun when selling (as a team). The Unit should make it fun: have a hot dog roast afterwards or go to a Pumpkin Patch that afternoon, for instance.

Communication to Parents: Research shows that Parents are interested in 3 things: What’s in it for my boy, what’s in it for our Unit, and how do we become more successful? Be sure you are able to explain these at your Unit Kickoff, and if they all give a strong effort, they won’t need to constantly pay for programs throughout the year, or do other fundraisers.



How To Make Your Unit's "BLITZ DAY" A Great Event!

Successful popcorn-selling Units insist on using "Blitz Day" as THE best way to help reach their sales goals. When your Unit participates in "Blitz Day" you too will be amazed at several things: like how quickly you can sell a lot of popcorn to raise the money your Unit and Scouting families need and how much more fun it is for the Scouts to participate when they sell as a group.

With just a little bit of organization and planning, your Unit can pile up the sales and completely cover your neighborhoods or communities in no time. **Blitz Day** makes this easier. But, the main reason for doing a Blitz Day is because if you don't most of your Scouts will have to rely on Mom and Dad to take them out selling to reach their goal, and we know that many parents are too busy. So give your Scouts the chance to get off to a great start and see how easy it is to sell... and so that each of your Scouts can reach their GOAL and get the prize they want!

Lastly, don't forget that the council and district volunteers have great prizes for the Scouts who participate, and a fun activity awaits at the end of **Blitz Day**! Here's how to do it in a few, simple steps:

1. Make sure you promote **Blitz Day** and participating in it to your Scouts and parents ahead of time. Advance promotion and planning is the key. If everyone knows about **Blitz Day**, where to meet and when to be there, the more scouts and parents you'll have participating and the more sales you'll get, quicker! Talk about the **Blitz Day** details at your Unit Popcorn Kickoff!
2. Plan out WHERE your Unit or Den will be selling popcorn on **Blitz Day**. Simply taking a little bit of time beforehand to map out the streets, neighborhoods or communities you want to cover on **Blitz Day** will make it much easier and faster for your Scouts and parents. An organized effort is the best way to success! Everyone involved will thank you for it later.
3. Train the Scouts (and parents) at the Beginning of **Blitz Day** on what to say at the door, how to collect money and deliver product to the customers.
4. Have FUN! Selling with your friends is more fun than selling alone. Two Scouts selling on one side of the street can take turns speaking at the door fronts.
5. Don't Forget to Have a FUN activity planned for afterwards. Check with your District to see what is planned for the area Units. If there isn't anything, then be sure to offer the Scouts and families something FUN to do at the end of the day, and more scouts will want to take part in your **Blitz Day**. Maybe a Hay Ride, visiting a Pumpkin Patch or a Corn Maze, going swimming, seeing a movie or having a picnic!
6. Report your sales to the District or Council. Your scouts and Unit can win prizes for participating in **Blitz Day**, but you can't win if you don't let your District Kernel know!



Agenda for a GREAT Unit Popcorn Kickoff!

(Be sure to take digital pictures or video of your kickoff and send in to Trails End – you might win the unit kickoff contest prize.)

Opening: Say the Pledge of Allegiance, have some popcorn out for tasting, or pop some microwave popcorn to get “the buttery popcorn smell in the air.” It is a good idea to take the Scouts to a different area for an activity during the “Parent Meeting”.

Parent Meeting: Key Ingredients to Our Successful Scouting Year The idea here is to explain to parents WHY they should assist their boys in selling popcorn, AND what the money raised will go towards. It’s best to have a one-page sheet or **LETTER** that parents can take home with them, put on the refrigerator, and explains:

- a) The entire year of F-U-N Scouting program listed by months of the year.
- b) The budget to fund the complete program.
- c) The goals for the unit and each Scout or a “per-family goal” – broken down to “how many people to ask to get X number of sales.”

Tell parents that the idea is to do just ONE Fundraiser – to pay for their entire year of Scouting. Parents will not be asked to participate in other fundraisers (car washes, bake sales, chili feeds, candy bars, etc.) if the Unit’s goal is reached (through each Scout or family reaching their goals).

**** Bring the Scouts back into the meeting ****

Describe the popcorn program, products and prizes. In addition to details related to product, prizes, etc., the Scouts need to understand at least at a basic level why there is a sale, and what the money will go towards. Items such as “Our Blue & Gold banquet,” “a new Pinewood Derby track,” or “to buy uniforms, advancements, camping equipment,” etc. Be SURE to go over all the patches, prizes and incentives the boys can get for selling popcorn.

Emphasize importance of all orders, large and small – every Scout should sell to contribute to his Unit. It’s not hard, and if they come out on Blitz Day they’ll find it can be a lot of fun! Review the per-Scout or per-family goals.

Discuss safety suggestions and EXACTLY what to say at the door when selling. Training the Scouts is one of the most important steps a lot of Units forget to do. Go over a script and role-play until the boys have got it. Also: talk about safety tips.

Closing – Have some fun before everyone leaves by doing a popcorn skit, for instance. Review key dates and go over money collection and delivery process. Remind everyone of Blitz Day details. Think about ways to make the entire event EXCITING!

SCOUT CHECKLIST

A Scout is Clean... Make sure they always wear their uniform.

A Scout is Courteous... Always be polite.

A Scout is Kind... Always say “Thank You,” even if they do not place an order.

A Scout is Cheerful... Call the customer by name if they know it.

A Scout is Trustworthy... Be honest when telling a customer how great the Trail’s End Gourmet Popcorn really is!

A Scout is Helpful... When describing the products; always hold up the picture of the products so the customers can see them.

A Scout is Friendly... Always Smile!

A Scout is Loyal... Never ever give up.

A Scout is Thrifty... A Good Scout helps to earn his own way.

A Scout is Smart... Never go out selling alone and never go into a stranger’s house!