

The Unit Popcorn Kickoff

8. PLAN AND HOLD YOUR OWN UNIT KICKOFF – Use Your Popcorn Sale In A Box (PSIB)

Motivate Your Scouts and Parents!

- ◆ Keep It Moving!
- ◆ Keep It Fun!
- ◆ Keep It Short – Under an hour!

Show Parents and Scouts the benefits of selling popcorn.

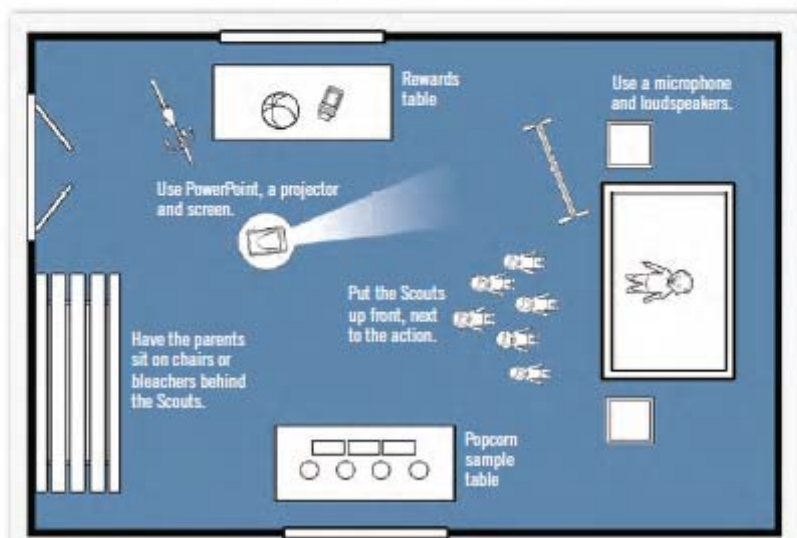
- ◆ Lay out the exciting Scouting program you have planned
- ◆ Tell families how they can eliminate out-of-pocket expenses by reaching their goal
- ◆ Explain that Scouts will have fun while earning their own way

- Hold the meeting where you can accommodate all of the Scouts in your unit and their parents.
- As close as possible to the start of your sale, send Invitations to all of your Scouts and parents to come together with your adult leaders for your own popcorn kickoff.
- For this meeting, prepare a Sales Kit for both leaders and Scouts. It should contain handouts of all the important dates and information about your sale. (for ideas—check out the Council website www.nega-bsa.org)
- Include all important dates and deadlines, prize information, phone numbers, etc.)
- Make sure this meeting is a *lot of fun*, because your Scouts and parents need to be motivated.

- (1) Pop Popcorn – Make the room smell good (Popcorn included in your PSIB)
- (2) Teach the Scouts about the Trail's End products
- (3) Do some role playing to learn how to talk to customers
- (4) Teach safety techniques
- (5) Review the prizes that the youth can earn (unit, council, Trail's End)
- (6) Give each salesman (den or patrol) a goal
- (7) Give each Scout one or two Take Order forms (forms will also be mailed to each registered Scout's home before the sale begins.)
- (8) Cover ALL important dates & deadlines (how to get more take-order forms – who to turn in their order to – when & where to pick up popcorn – when & where to turn in their money)

Kickoff Floor Plan

Follow the room layout and pointers below to make your kickoff a success.



- ✓ Have a rewards table showing the cool items Scouts can earn from your unit
- ✓ Hang the Trail's End Rewards poster (from your PSIB) on the wall behind it
- ✓ Hang colorful Trail's End Banners and Posters
- ✓ Display pictures of Scouting activities funded by last year's Popcorn Sale
- ✓ Have door prizes for both Scouts and Parents

Your Unit Popcorn Kickoff – Make It A Party!!!

UNIT POPCORN AGENDA

Distribute pre-made individual Popcorn Sales Kits to the Parents as they arrive – one per Scout

A. Grand Opening – make an entrance – dim the lights and play music

B. Explain the Scouting program and how we fund it

- Scouting is funded by parents and fundraisers
- We can plan our entire year and focus on the program if we have one or two great fundraisers a year
- Selling popcorn allows us to do more activities without parents having to write out more checks
- We use the proceeds from our popcorn sale to:
 - ✓ XXXXX
 - ✓ XXXXX
 - ✓ XXXXX
 - ✓ XXXXX
- We get to keep 35% of all the money from popcorn that we sell
- Another 35% gets to stay right here in our council to help improve the properties that we use for Scouting
- Trail's End makes popcorn only for the Boy Scouts

C. Recognition

- Recognize Scouts who had a successful sale last year. Ask them to stand and tell other Scouts why they were successful. (Give them guidelines ahead of time.)
- Ask a parent to give a testimonial about how easy the sale is

D. Announce Your Goals

- Our Unit Goal is to sell \$XXXX
- Our Per Scout Goal is to sell \$XXX
- Our Per Den/Patrol Goal is to sell \$XXXX
- If Every Scout reaches his sales goal, we will be able to XXXXXXXXXX (all of the things you have planned for the year.)

E. Rewards

- Show prizes Scout can earn from the unit (make it clear that the unit prizes are provided with some of the profit from your sale)
- Scouts are able to combine sales for online and Take Order sales for rewards from the Council and Trail's End
- From the Council, Scouts can earn Bonus Rewards in the form of gift cards from Amazon.com or Walmart. Gift Card rewards are based on the total amount of popcorn an individual Scout sells from September 15th until December 7th
- From the Council, A Fill It Up Contest – For every Take Order form that a Scout fills up (30 orders per take order form), he/she can be entered into a weekly drawing for

one of 7 great prizes. New forms must be completed each week and faxed to the council at 706-693-4849 to be eligible

- From the Council, a Grand Prize will be awarded at the end of the sale to a Scout. All "Filled Up Take Order Forms" received by the council during the sale will be entered into the drawing
- **NEW** for this year from Trail's End – *The \$600 Club* Every Scout who sells \$600 in popcorn products, will receive a Marshmallow Crossbow and a special \$600 Club Patch.
- \$1500 Club – Each Scout who sells \$1500 will earn a \$50 gift card to Amazon.com or Walmart from Trail's End
- College Scholarship – Any Scout who sells \$2500 in one year will be entered into a college scholarship program. He/She will earn 6% of his/her gross sales each year

F. The Sale (if you have an individual Popcorn Sales Kits for each Scout – now is the time to cover the contents)

a) THE PRODUCTS – 9 delicious products plus 2 Military Options (Show Take Order From)

- Better Packaging - Briefly show new packaging
 - ☺ Resealable
 - ☺ Stronger than a soda can
 - ☺ Easier to transport
 - ☺ No damages
- Better Flavor
 - ☺ New Butter Burst flavor
 - ☺ New rich chocolate flavor
 - ☺ Cheese made with real cheese
 - ☺ Caramel made with all natural sweeteners
- Better For You
 - ☺ Made with Canola Oil
 - ☺ 0 g trans fat per serving
- Better Product Value
 - ☺ An additional 8% to 37% more product in each item versus 2009
 - ☺ An average of 20% more product
- Tell which ones are your favorites
- Great gifts
- Easy to sell at work

b) THE TIMETABLE

- You can start to sell tonight
- Sell to your parents
- When is the last day to sell
- When does the order form have to be in
- Who does the order form get turned in to
- NO LATE ORDERS!!!
- When and where does the popcorn need to be picked up
- What is the deadline to deliver product to the customer
- When and to whom is the money due (make all checks payable to Pack or Troop XXXXXX)
- When will the prizes earned be distributed

c) HOW TO SELL

- Write your name on your Take Order Form
- Always wear your uniform properly
- Always smile and be polite

- Take two pens with you – Keep your order form neat
 - Discuss do's and don'ts (never enter anyone's home, don't leave popcorn until it is paid for, do count money out loud, do deliver popcorn promptly)
 - Discuss possible questions that the customer might ask (where does the money go, when will the popcorn arrive)
 - Discuss sales techniques (be positive, ask how many would you like, have a pen handy, say thank you, don't walk in the flowers, etc.)
 - Ask Mom or Dad to take the Take Order form to work
 - Use the phone or email to contact past buyers
 - Be sure to say "Thank You" to everyone whether they buy or not
 - Ask "How many would you like, my favorite is XXXXX"
 - Never ask a question that can be answered with a NO
 - Deliver popcorn to customers as soon as possible
- d) **SELL ONLINE** – Online and Take Order sales both count towards all prizes
- Set up your Scout Account at <http://scouts.trails-end.com> and click on the Scouts icon.
 - Create your own account or login if you already have one
 - Send emails from the website to your out of town friends and family
 - They buy popcorn – have it delivered to their home – you get credit
 - Online sales count towards all prizes from August 1 until December 7, 2010
- e) **SAFETY RULES/SUGGESTIONS**
- Don't sell alone – sell in pairs and with adult supervision
 - Don't sell after dark
 - Never enter anyone's home
 - Don't cut across lawns
 - Don't lose your Take Order Form – it is your only record
 - Don't carry large sums of money
 - Don't show or tell anyone how much money you have
- f) **PAPERWORK**
- Take Order Form – how to get more
 - Take Order Form – when to turn in and to whom
 - Take Order Form – keep a copy for next year
 - Fill It Up Forms – Fax new ones to the council every week
 - Scholarship Form – must be completed by parent and sent to the council with copies of all Take Order Forms
- g) **ROLEPLAY** – Have a demonstration for a face to face sale using good selling techniques/bad techniques
- h) **CLOSING REMINDERS**
- Reinforce per Scout goal
 - Review Important Dates
 - Review the neat prizes a Scout can earn

REMEMBER – Every order is important – no matter how big or how small

Thank everyone for coming and wish them *Good Selling!*