

Communication Is Key



STEP 5. COMMUNICATE A SUCCESSFUL SALE

Lack of information limits parental involvement

"Getting the word out" can mean the difference between having a BIG SALE and a little one.

- When Scouts know about the sale and the prizes they can earn, more Scouts want to sell.
- When parents and adult leaders know how much money your unit can earn, more of them want to participate in the sale.
- It is important for you to contact each Scout (by phone, postcard or email) to let them know about the upcoming sale and the importance of attending your Kick-off.
- Let everyone know what the Per Scout Goal is.
- Let everyone know what your unit will do with the money you earn from the popcorn sale.
- Stay in touch with the Scouts in your pack/troop throughout the sale.
- **KISMIF – Keep It Secret – Make It Fail.**

Surveyed parents:

- Feel multiple channels of communication are essential.
e-mail, web site, newsletter, phone, etc.
- Most parents join Scouting expecting to pay for activities throughout the year.
Avoid surprises-communicate what the program is, what it will cost, and how to fund it!
- Most parents approve of their Scout "Earning His/Her Own Way"

Explain to the parents what his and/or her child will get out of participating in the popcorn sale.

- Scouting Values
 - Scouts earn their own way
 - Scouts learn responsibility
 - Scouts learn perseverance
- Scouting Achievement
 - Salesmanship
 - Communication
 - Self Confidence
- Win / Win for all in the unit
 - Enhance Scouting Programs
 - Provide needed equipment
 - Reduce program costs

