

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

Include: Take Order Form, Scout Selling Goal, Rewards Program, The Timetable, How to Sell, Online Information, Safety Rules, etc.

A. Grand Opening – make an entrance – dim the lights and play loud 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 up to 37% of all the money from popcorn that we sell
- Another 33% 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 Unit should have XXXXX # Scouts to sell
- 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.)
- Have boys & dens/patrols make commitments–post them on a poster–Challenge Scouts and parents to reach the selling goal

E. Rewards (Include this information in a handout for the families)

- Show prizes Scouts 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
- Scouts can earn Amazon or Wal-Mart gift cards. Rewards are based on the total amount of popcorn an individual Scout sells until November 5th
- 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

- A Grand Prize will be awarded to a Scout at the end of the sale. All “Filled Up Take Order Forms” received by the council during the sale will be entered into the drawing
- *The \$600 Club - Every Scout who sells \$600 in popcorn products, will receive a Zyclone and a special \$600 Club Patch.*
- *New this year – All Scouts who sell \$100 in Military Donations earns a commemorative patch.*
- \$1500 Club – Each Scout who sells \$1500 will earn a \$50 Amazon or Wal-Mart gift card
- 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 (Now is the time to cover the contents of the Scout’s Individual Popcorn Sales Kits

a) THE PRODUCTS – 10 delicious products plus 2 Military Options (Show Take Order Form)

- **New for this year**
 - ☺ **White Chocolatey Pretzels in stand-alone container**
 - ☺ **Chocolatey Triple Delight in stand-alone container**
 - ☺ **18 Pack Kettle Corn**
 - ☺ **\$30 and \$50 Military Donations**
- Tell which ones are your favorites
- Great gifts
- Easy to sell at work

b) THE TIMETABLE (Include this information in a handout for the families)

- You can start to sell tonight
- 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
- Sell to your parents
- 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
- Give Thank You notes asking for additional orders

d) WHEN TO SELL

- Sell early and sell often
- Saturday morning is the best time to sell
- Saturday afternoon is the next best time to sell
- Sunday afternoon is very good
- Sunday evening is good
- Weekend evenings after 5:30 can be good as well

e) 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 until November 5, 2011

f) 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

g) PAPERWORK (Include this information in a handout for the families)

- 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!*