

# What the Popcorn Sale Makes Possible

Thank you for your participation in the 2021 Popcorn Sale. Your Scouts will learn valuable life skills through this fundraising experience. Scouts work on skills like self-confidence, salesmanship, money management, goal setting, and self-reliance.

These lessons will stay with your Scouts for a lifetime.

The popcorn sale is crucial in providing programs and services for all of our units and funding experiences uniquely suited for each pack and troop.

## Some examples of how units use popcorn earnings:

- Awards
- Camp Fees
- Courts of Honor
- Field Trips
- Program Materials
- Outings and Activities
- Equipment purchases
- Blue & Gold Banquets
- Pinewood Derbies
- Books
- Neckerchiefs
- Camporees

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Anything your Unit Decides!

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## Some examples of how the Council uses popcorn earnings:

- Training for adult leaders so that Scouts have the very best leadership possible.
- Maintaining camp properties for year-round camping and outdoor events.
- Providing scholarships or “camperships” for Scouts who need assistance and planning council-wide activities like Scouting for Food.
- Service Center and staff available to help Unit leaders, parents and Scouts.
- Accident, sickness, and liability insurance for chartered organizations, members, and leaders



# Sales Strategies

## Show and Sell

- StoreFront
  - Pharmacies, Grocery Stores, Gas Stations, Local Business, Community Festival, Hardware Stores.
- Show and Deliver (Wagon Sales)
  - Scouts go door to door with product on hand and deliver as they make sales to neighbors. Customizable templates can be found on the council's website.
- Social Media
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- Neighborhood Set Up
  - Set up in your neighborhood lemonade stand or contact your HOA about a drive thru event.

## Door to Door – Take Order

- Door Hangers
  - If a neighbor isn't home when you stop by, you can leave a customized door hanger your Scouts contact information and support opportunities. Customizable templates can be found on the council's website.
- Social Media
  - Use Social Media to your advantage and promote your sale.  
Nextdoor App – Facebook – Instagram – Twitter
- Sell to Friends
  - Encourage Scout's parents to take the sales form to their office to sell to coworkers. Reach out to friends and family through phone calls, emails, and text messages to make sales.

## Online

- Use your Scout's Online Store to create a personalized page and email it out to friends and family.
- Cyber Weekend
  - Use Social Media to your advantage and promote your sale. All sales made during the cyber weekend sales promotions will count towards entries into the chance to win a \$100 Amazon Gift Card.

## **Tips and Tricks to Unit Selling**

- Have an energetic unit kick off.
- Utilize a Unit Budget Planning Guide to help set a Unit Goal, for the unit to be able to provide reduced cost programming to all youth.
- Encourage each of the Scouts to set a selling goal.
- Keep copies of previous years take order forms to know which family and neighbors already support your Scout.
- Maintain enthusiasm throughout the sale by having Scouts report how much they have sold at monthly unit meetings.
  - Set unit incentives. i.e. pie in Cubmaster's face, Scoutmaster sets up Scouts tent at next campout.
- Make sure all Scouts are selling!