

How to Conduct A Successful Unit Popcorn Sale

1. The Unit GOAL

- Your unit gets to keep up to 37% of the total of your popcorn sales.
- Decide how much money your unit needs to have a great year, and with the help of your Unit Committee, set a budgeted sales GOAL for the unit.
- Set a per Scout goal as well as a per den/patrol goal.
- Make sure everyone is aware of the GOAL.
- The average selling Scout in the Northeast Georgia Council sold about \$290 in 2010.
- Set your sights high (for each Scout to Fill Up a minimum of one Take Order form or sell at least \$350 per Scout) and remember- the more Scouts selling - the more you earn.
- Encourage all Scouts to “Fill Up” their Take Order Form so that they can be entered into seven weekly drawings for neat prizes. There is a Grand Prize drawing at the end of the sale for all “Filled UP Take Order Forms”



2011-2012 Program Plan

1. Enter all your activities and costs under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the five shaded fields at the bottom of the sheet.

| | |
|--------------------------|-----|
| Pack/Troop | |
| Number of Scouts in Unit | |
| Unit Commission % | 37% |

| September | | October | | November | |
|------------|--------------------------|--------------------------------|--------|--------------------------------|--------|
| Activities | Cost | Activities | Cost | Activities | Cost |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Cost | \$0.00 | Total Cost | \$0.00 | Total Cost | \$0.00 |
| December | | January | | February | |
| Activities | Cost | Activities | Cost | Activities | Cost |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Cost | \$0.00 | Total Cost | \$0.00 | Total Cost | \$0.00 |
| March | | April | | May | |
| Activities | Cost | Activities | Cost | Activities | Cost |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Cost | \$0.00 | Total Cost | \$0.00 | Total Cost | \$0.00 |
| June | | July | | August | |
| Activities | Cost | Activities | Cost | Activities | Cost |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Cost | \$0.00 | Total Cost | \$0.00 | Total Cost | \$0.00 |
| Per Boy | | Total Activity Cost & Expenses | | Total Activity Cost & Expenses | |
| \$0 | Registration & Insurance | | | \$0 | |
| \$0 | Boy's Life | Other Unit Expenses | | \$0 | |
| \$0 | Uniform | Unit Sales Goal | | \$0 | |
| \$0 | Advancements | Scout Sales Goal | | | |
| \$0 | Total Expenses | Unit Commission | | | |

Set Your Unit & Scout Goals

Remind your Scouts that online and face-to-face sales both count toward the Scout Rewards program.

This budget planning worksheet can be found in an excel format on the Northeast Georgia Council Website at www.nega-bsa.org on the Popcorn Page

2. CHOOSE A UNIT RECOGNITION PLAN

Scouts (and Parents) will sell if they know what they can earn as a result of their efforts. Tell them about it.

- You should spend a minimum of 5% of your *total sale* on prizes for the Scouts.
- The more money you spend on prizes for the youth members, the better sale you will have.
- Gift certificates, pizza parties, prize incentives, cash for scout activities, scout accounts all work well.
- Offer a popular prize for every Scout who reaches a certain sales level.
- “*A pie in the face of the Popcorn Chairman*” for every Scout who reaches his/he sales goal, is a popular incentive
- Give an extra incentive to all Scouts who join the \$600 CLUB
- Top seller prizes are ok – but by doing this you can recognize only 2 or 3 Scouts
- You will get better results if everyone can participate by earning one or more prizes. Make sure that EVERY Scout has an opportunity to earn a prize.
- Prizes must be shown at EVERY Scouting event “With Enthusiasm”.
- Offer Scout Accounts so that Scouts receive a percentage of the commission to use on Scouting events and/or equipment.

3. PRIZES

In addition to the prizes that are available from the Unit, the Northeast Georgia Council and Trail’s End offer many additional Rewards for Scouts who sell popcorn

A) Gift Cards at various sales levels are available from the Northeast Georgia Council.

- Each selling Scout is eligible for gift cards –rewards earned are based on individual Scout’s sales.
- Gift Cards are ordered by the Unit Popcorn Chairman using the Trails End Popcorn Sales System and are sent from to the Unit Popcorn Chairman.

B) Fill It Up Weekly Drawings

- Seven drawings will be held throughout the sale to give away
 - 1 Pod Touch 8 GB
 - 2 – X BOX 360 with Kinect
 - 2 Nintendo 3DS
 - Toshiba 24” LCD HDTV with DVD
 - \$250 Wal-Mart Gift Card
- Grand Prize Drawing for iPad2 at the end of the sale
- New forms must be submitted each week
- Fax filled up Take Order forms to 706-693-4849 by Friday at 5 p.m. to be eligible for the weekly drawing
- Winners will receive a phone call

C) *New for 2011* - \$100 Military Donation Award

- When a Scout sells \$100 in Military Donations, he/she will earn a special commemorative patch.
- Patches will be ordered by the Unit Popcorn Chairman using the Trails End Popcorn Sales System and are sent to the Unit Popcorn Chairman.

D) \$600 Club funded by Trail’s End

- Every Scout that sells \$600 in the door to door sale plus online will receive be entered into the \$600 Club
- He/she will receive a cool *Zyclone* and a \$600 Club Patch
- \$600 Club prizes are ordered by the Unit Popcorn Chairman – these prizes are sent from Trail’s End to the Unit Popcorn Chairman when ordered using the Trails End Popcorn Sales System

D) \$1500 Club funded by Trail's End

- Scouts receive a \$50 Amazon.com or Wal-Mart Gift Card from Trail's End for reaching \$1500 in total sales.
- Gift cards are ordered by the Unit Popcorn Chairman and are sent from Trail's End to the Unit Popcorn Chairman when ordered using the Trails End Popcorn Sales System

E) College Scholarship

- Scouts who reach \$2500 in sales are entered into a Scholarship Program by Trail's End.
- 6% of total sales go into a scholarship account managed by Trail's End
- The Scout only has to reach \$2500 in sales one year to be entered into the program. In all subsequent years that a Scout sells popcorn, 6% of his sales will be entered into his Scholarship Fund.
- The Scout and his/her parent must submit the College Scholarship Program Form with copies of all Take Order forms to the council
- The Scholarship Fund is managed by Trail's End Popcorn.

4. COMMUNICATE A SUCCESSFUL SALE

"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.***

5. ATTEND THE AUGUST AND SEPTEMBER ROUNDTABLES AS WELL AS THE

- At your August and September Roundtables, you will get the **"BIG PICTURE"**.... you will hear about everything that's going on Council-wide for the sale.
- At these meetings you will pick up materials and tips that will be useful in your sale.
- Learn what other Units and leaders are doing to increase their profits!

6. DISTRICT POPCORN KICKOFF

- Your Popcorn Kickoff will be held in your local district on September 14th.
- You will receive a Sales Materials at that time to help your unit have a successful Kick-off.

