

UNIT KICK OFF

POPCORN MEETING AGENDA

Make popcorn to taste and to make the room smell good!

Generate Enthusiasm!

During the gathering period, have a popcorn display and samples. Use pictures taken at camp and of activities in which the Unit participated and was funded by popcorn. Have a sign-up poster for scouts to write their personal popcorn sales goal.

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

1. Opening

- a) Welcome and Introductions
- b) Popcorn skit

2. Talk About “Why We Sell Popcorn”

- a) Scouting is funded two ways
 - By Parents
 - Fundraisers
- b) We can plan our entire year and focus on program and not fundraising if we have one or two great fundraisers a year
- c) Selling popcorn allows us to do more activities without having to write out more checks
- d) Our unit uses the proceeds from the popcorn sale to:
 - XXX
 - XXX
 - XXX
 - XXX
 - XXX
- e) We earn 35% of the proceeds of the popcorn sale
- f) Another 35% stays right here in Northeast Georgia Council – the council uses a big portion of the money they receive to improve the properties that we use all the time. List some of the projects the council the council completed using popcorn proceeds
- g) We sell Trail’s End Popcorn—they make this popcorn only for the Boy Scouts of America
- h) The sale is Easy – Fast – a Good Product

3. Setting Goals

- a) Our unit goal is to sell \$XXXXXX in popcorn
- b) Every Scout should set a goal to sell at least \$350 or XXXXXX.
- c) If every Scout reaches his sales goal, we will be able to XXXXXXXXXX (all of the things you have planned for the year)

4. Recognition

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

5. The Sale (If you have a sales packet – now is the time to cover the contents)

a) The products – 10 different plus two Military Options (Show Take Order Form)

- Tell which ones are your favorite
- Great for gifts
- Easy to sell at work
- New this year – Chocolatey Triple Delight

b) Timetable (Refer to Family Fact Sheet if you have one)

- You can start to sell tonight – sell to your parents
- When is the last day of the sale
- When does the order have to be in and to whom
- NO LATE ORDERS!
- When and where does the popcorn need to be picked up (Remember that chocolate melts! Do not store popcorn products in your car. Make sure the customer gets the quality product for which he/she paid.)
- What is the deadline to deliver to the customer
- When and to whom is the money due (make checks out to Pack or Troop # XXXX)
- When will prizes be distributed

c) Prizes

- Show prizes available from the Unit – make it clear that the unit prizes are provided with some of the profit from the sale
- Tell about Council level prizes bonus available (certificate, patch, knife etc)
- From the NE Georgia Council, Bonus Awards for every Scout who sells \$2,000, \$3,000, \$4,000, \$5,000, \$7,500 or \$10,000.
- From Trail's End – Fill-It-Up recognition for every Scout who fills up one order form with popcorn orders.
- From NE Georgia Council, a Bow and Mallow to every Scout who fills up one order form with popcorn orders.
- From the Council – Fill-It-Up drawings weekly for Scouts who fax their completed Take Order forms to 706/693-4849 by Friday of each week of the sale.
- From Trail's End, (sent to your home) \$1500 sellers will earn a \$50 Coleman Web \$50 Wal-Mart Gift Card.
- From Trail's End, \$2500 sellers are entered into a college scholarship program

d) How to Sell

- Always wear your uniform properly
- Always smile, be polite
- Take two pens with you – keep Order Form neat
- Discuss do and don'ts (don't leave popcorn until it's paid for, do count money out loud for each customer, do deliver popcorn promptly)
- Discuss possible questions that the customer might ask (where does the money go, when will popcorn arrive – Use Customer Information Sheet)
- Discuss sales techniques (be positive, ask how many would you like, have a pen ready, say thank you, don't walk in the flowers, etc.)
- Ask Mom or Dad to take Order Form to work

- Set up a Scout account at Trails-end.com – get your Scout ID# - email your out of town family and friends. They buy popcorn – have it delivered to their home and you get credit.
- Use the phone or email to contact past buyers
- Scouts should make a copy before turning in the order to the Popcorn Chairman (Contacts for next year)
- Be sure to say Thank You to everyone – whether they buy or not
- Ask “How many would you like? My favorite is XXXXXXXX.”
- NEVER ask a question that can be answered with a NO.

e) **Safety Rules/Suggestions**

- Don't sell alone - sell in pairs or 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's 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
- Fill It Up forms – when to fax to the council for drawings
- Prize selection – how and when to turn in
- \$1500 prize form – how to get and when to turn in
- Scholarship form – must turn in with copies of all Take Order forms

6. Role Play – Have a demonstration for a face to face sale using good selling techniques

7. Closing Reminders

- a) Reinforce Goal
- b) Review Important Dates
- c) Review the neat prizes available to earn

Reminders

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