



Scout Popcorn Sale Tool Kit Guide Book

Guarantee your Group a Successful Popcorn Sale

1. Watch the **Scout Popcorn Sales Tool Kit DVD**
2. Follow the simple bullets on the enclosed forms

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Everything you need to know about the most effective method for selling popcorn

Sell Scout Popcorn!



- 1. Raise all the money** your Group needs to fund their ENTIRE Program with Scout Popcorn as the one and only fundraiser.
- 2. Scout Popcorn returns over 60%** of the money raised to assist in support of your Group, Scout families, and the local Council.
- 3. The Ideal Year of Scouting** will help you achieve your Group's dreams in Scouting and get more parents involved in the program.
- 4. Proven Product Quality** with 2 out of 3 people buying when asked and 92% of customers saying they would buy again!
- 5. Teach your Scouting members the life lesson** of earning their own way.



Leader Fact Sheet

Follow these 5 steps for a Successful Scout Popcorn Sale!

- 1) Establish an annual plan and budget with input from your Scouts and Parents.

- 2) Set a Group Scout Popcorn Sale Goal, and break that goal down to a Per Scout Goal based on the plan and budget.

- 3) Conduct a Group Popcorn Kickoff to communicate the Program and Per Scout Popcorn Sale Goal to the Scout Families (See attached agenda).

- 4) Sell in the neighborhoods using the following methods:
 - Take Order
 - Show & Deliver
 - Utilize “Blitz Days” throughout the sale

Note: Practice role-playing with your youth members on the proper selling techniques, and the script to be used at the door.

5) Have prizes/incentives on hand for them to earn.

Try the following ideas:

- Give a gift certificate to the 1st week top seller
- A pizza party for the top selling section, lodge, six or patrol
- Have a prize drawing for all the youth who fill up a take order form.
- Monitor the sale each week and give awards as you go
- Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered
- Give away a neat prize to the top seller.



Family Fact Sheet

Remember these 5 items for a Successful Scout Popcorn Sale!

- 1) List 5 things in your Scouting Program to be funded with Scout Popcorn this year:

1 _____
2 _____
3 _____
4 _____
5 _____

- 2) Write in the Scout Popcorn Sales Goal:

Scout Popcorn Sales Goal \$ _____

Have your son/daughter write their goal on the Take Order Form.

- 3) Have your son/daughter look at the Prize Program and decide what prize level she/he wants to shoot for. Pick a Prize level that exceeds his Scout Popcorn Sales Goal listed in #2

**Don't forget to ask your leader about the Scout Popcorn National Prize Program and Scholarship Program*

4) Sell in the neighborhoods using Take Order or Show & Deliver method.

Practice role-playing with your son/daughter on the sales script they will use at the door. For example:

“Hi, my name is Sarah Smith and I’m selling Scout Popcorn to go to Jamboree this year; how much would you like to order?”

5) List the Key Dates for this year’s Popcorn Sale:

- a. Blitz Day(s) _____
- b. Order Turn in Date _____
- c. Popcorn Pickup _____
- d. Money Collection _____



Popcorn Blitz Days

Follow these 5 steps for a Successful Group Activity!

1) Watch the Show & Deliver video on the Scout Popcorn Sale Tool Kit DVD.

2) Schedule one blitz day each week throughout the sale:

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____
Week 6 _____

3) Communicate the blitz day dates at the Scout Popcorn Kickoff.

Have Scout families sign up to sell at least one of the blitz days while ensuring each blitz day has enough parental supervision.

4) Communicate the sales goals to the group for the day, then target neighborhoods throughout the community you know have not been covered by another Scouting group.

5) Utilize Show & Deliver or Take Order and blanket these neighborhoods with your group selling in teams of two to four.

Award prizes at the end of the day to the youths who reach their sales goals and top sellers.

SCOUT POPCORN

SHOW & DELIVER

“The Family Preferred Method of Selling”

What is Show & Deliver?

- NOT Show & Sell
- Selling door-to-door with the take order form & product in-hand
- Allows Scouting members to make the sale, deliver the product, and collect the money immediately all in one visit.
- No more multiple visits to the same house to complete the sale
- Scouting members can gain additional sales from the same customers

Why do Show & Deliver?

- ***A Scouting member can sell 4X as much using Show & Deliver vs. Show & Sell!***
- Customers spend more at home (\$15.00) vs. storefront (\$8.00) - save time & reduce the cost of your youth's Scouting program
- Most productive use of a family's valuable time
- Spend more time selling and less time delivering & collecting

How much Product should each Group order?

- Groups are encouraged to Order 50-70% of the previous year's sale
- Any remaining product can be used for the Take Order sale
- Units have no risk of being stuck with additional product

How to do Show & Deliver?

- Conduct Blitz Days each week of the sale (See attached)
- Youth & parents blanket neighborhoods with 2 youth on each side of the street stopping at each house while parent observe.
- Youth members turn money and unsold product into the Group Scout Popcorn “Kernel” at the end of the blitz day meaning there is no risk of money or inventory being lost or uncollected

- Always emphasize safety!
- Review the safety information provided in the sales materials.
- Keep in mind, Show & Deliver can be done by colonies, packs, troops, patrols, or individual families.