



10 Steps to a Successful Pack or Troop Popcorn Sale Kick-Off

*A Great Scout Scout Popcorn Sale
Kicks Off! It never oozes off.*

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Council Popcorn Sale Chair / Assistant Chair

The Unit Kick-off is the most important step to a successful Popcorn sale. It's a great way to get both the Scouts and the Parents excited about selling. Make it fun! Pop popcorn; decorate the room, wear a costume or a Corn Head hat, display prizes, etc.

Follow these Ten Steps for Popcorn Success:

Step #1 – Share Your Unit's 2017-2018 Program Plan!

- Begin meeting with both Scouts and Parents in the same room.
- Communicate the activities that have been planned for your 2017-2018 Scouting program year.
- Communicate the actual (or estimated) program costs for the year.
- Stress that Popcorn has a direct impact on program costs (The more you sell, the less out-of-pocket costs).



Step #2 - Family Sales Goal

- Share your Pack, Troop or Crew Popcorn Sales Goal.
- Show Budget spreadsheet to show how the goal was calculated.
- Communicate that if each Scout fills up a take-order sheet, your unit sales goal will likely be reached.
- Stress that if the popcorn sales goal is met, no additional money from parents will be required! Explain that "paying your own way" is a very important life lesson.



Step #3 - Prizes!

- Scouts love Prizes. Display Prize Samples or the Prize Poster.
- Have the Family Sales Guides (Take Order forms) for Parents and Scouts to see.
- Explain the Trail's End Scholarship Program.
- Describe the Mount Baker Council's prize program.

Step #4 - Recognize!

- Recognize last year's Top Seller and Scouts who filled up their order sheet.
- Consider asking them to share their best methods for success.

Step #5 - Challenge!

- Challenge Scouts to fill up an order sheet or to be the Unit's Top Seller.

Step #6 - Unit Prize/Incentive

- Communicate any special unit prizes or incentives. Examples: Top Scout gets to throw a pie or water balloon at their leader. Ice cream party for those who fill their take-order forms, etc.

[At this Point – break into 2 groups. Scouts in one group and Parents in other group]

Step #7 - Keep Scouts Involved - Training

- Train Scouts on selling techniques. Go over important safety tips.
- Watch the Trail's End Scout Training Video.
- Role Play. Let each Scout practice a 'Sales Pitch' as if at the customer's door. Stress the "Why we are selling popcorn" message.

Step #8 - Keep Scouts Involved - Educate

- Train Scouts on Products & Prices.
- Each Scout should be able to explain to customer why they are raising money

Step #9 - Parents

- Thoroughly go through the Family Sales Guide (Products & Prices).
- Discuss Show & Sell dates, locations, and staffing needs
- Review important Dates
- Allow for Q & A

[At this Point – bring everyone back together]

Step #10 - Ready, set, sell Scout Popcorn!

- End with a BANG. Recognize your Scouts with fun, inexpensive activities.

Congratulations!
You've just conducted
a Successful Popcorn
Sale Kick-off!

Reminder

To qualify for a bonus commission, be sure to submit a video clip or popcorn kickoff agenda to your District Kernel by Saturday, September 30th.

