

## 2020 Guide for Successful Popcorn Sales

Trail's End Popcorn is a brilliant way for units to raise money and prepare Scouts to earn their own way. All units receive a **30% commission** on all types of sale, online, take order, and show and sell.

### Key Elements to A Successful Popcorn Sale

- A Unit Popcorn Kernel in each unit who is trained and informed and ensure unit participation, endorsement, and unit goals are set and achieved
- Energetic unit popcorn sale kick-off
- Following the plan and benchmarks will ensure your success

### Ways to Sell

- Take Order Sales – Take order sales are the most traditional way to sell popcorn. Scouts go door to door with the take order form. Customers choose the products(s) they wish to buy and write the order on the form. Scouts should collect money when the popcorn is ordered (checks should be made out to the unit). Orders can be taken via the Trail's End App which accepts credit cards.
  - Highest dollar average per sale
  - Highest grossing method of sale
- Online Popcorn Sale – Selling online is the best way to sell to friends and family who live far way. Online sales are paid by credit card. The Scout never has to collect money or deliver product!
  - Simplest method for selling
  - Ability to sell to people out of town
  - Different product than what is available on take order and show-n-sell
  - Unit does not handle money or product
- Online Direct – Using the Trail's End App, Scouts are able to sell all online products directly to their customers. Customers do pay shipping, \$7.99 for the first item and \$.99 for each additional item.
  - Different product than what is available on take order and show-n-sell
  - Ability to accept credit cards
  - Product shipped directly to the customer
- Show-n-Sell – Show-n-sell is similar to take order, excepted the Scout has the popcorn in hand to sell to the customer. Many times units will organize a sales day in front of a local business, but Scouts can also participate in “wagon sales” by going door to door to sell the product.
  - Quickest method of sale as customer receives product immediately
  - Instant delivery to customer
  - Great visibility for fall recruiting

### Where to Sell Take Order

- Door to Door
- Work Place
- Chartered Organization
- Parent's Civic Clubs

## How to Sell Online

- ✓ Create a Scout specific page through the Trail's End Website
- ✓ Have the Scout personalize their story, have them write a paragraph about why they are fundraising and what wonderful program activities will be possible with your support
- ✓ Have the Scout set a goal, purchasers will be able to see how their support positively affects the Scouts goal
- ✓ Film your Scout making the ask, with instructions on how to support them
- ✓ Share the video though all social media outlets

## 2020 Popcorn Campaign Key Dates

- 7/1/20 – Online Sales Begin
- 8/11/20 – Unit Kernel Kick Off (Zone Kick Offs)
- 8/12/20 – Take Order Begins After Unit Kickoff
- 8/15/20 – Show and Sell Distribution
- 8/20/20 – Begin Show and Sell Replenishments
- 10/2/20 – Show and Sell payments processed
- 10/30/20 – Popcorn Ordre Due by 4pm
- 11/21/20 – Take Order Distribution
- 12/31/20 – Online Sales Close

## 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 programing to all youth
- Utilize Online and Online Direct sales
- Encourage each of the Scouts to set a selling goal
- Keep copies of pervious 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!
- Have Scouts make business cards as a Thank You
- Leave "Sorry I missed you" cards on neighbors' doors
- Have Scouts make a sign for Show and Sell booth at Unit Kick Off
- Have Scouts make Delivery Date Cards for traditional take order sales

## Take Order Popcorn Distribution

- Product will be available for pickup On November 21<sup>st</sup>. Further instructions about pick up will be sent to the unit popcorn kernel closer to pick up.
- No additional product sold at warehouse. All additional popcorn can be purchased the week following distribution.
- Product must be paid for onsite using a unit check or money order
- Units wanting to purchase extra popcorn beyond their October 30,2020 order, must contact the [576popcorn@shac.org](mailto:576popcorn@shac.org).

## Contacts

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