The annual Popcorn Sale helps Scouting units raise money to provide a quality program!
Our Top Unit sold over $27,000 last year!
73% of the sale stays local to support Camps and Programs!
Our Units raised a total of $252,925 in profits last year!
The Popcorn Sale provides an opportunity to teach our Scouts important life lessons like the value of earning their own way, developing a positive work ethic and to communicate effectively with others!

SALES METHODS:

• **Show and Deliver** – Taking product with you for on the spot delivery when going door-to-door. This can be coordinated at offices, churches and when going door-to-door visiting family members, neighbors and friends.
• **Blitz Day!** – Coordinating a Unit Show and Deliver effort on one day. Set the date(s) along with a daily goal! Provide info to parents and explain the sale to Scouts. Scouts can go out in groups of 2-4 per street with parents or unit leaders. Groups report back for prizes and then meet for a cookout or ice cream social!
• **Take Order** – Having customers select product, fill out an order form and deliver product later.
• **Online Sales** – Using email, social media and the Trails End website to sell popcorn to those that are not local. Scouts can set-up online accounts at www.trails-end.com.

FUN FACTS:

• The average door-to-door sale is over $20!
• Consumers found the product price positive when explained proceeds support Scouting!
• 83% of households have not been asked to buy.
• 2 out of 3 will buy if asked!

**** A UNIT KICK-OFF IS CRITICAL! ****

• **DON’T JUST PASS OUT THE ORDER FORMS!**
• Build excitement for the sale and HAVE FUN!
• **GOALS:** Set them for every Scout, every Den/Patrol and for the Unit!
• Educate Parents and Scouts about how the money will be used!
• Showcase prizes and incentives! Reward them with a fun event and emphasize Blast Day and the Top Sellers event.

RESOURCES:
Council Popcorn Page  www.PopcornVirginia.com
Trail’s End website  www.trails-end.com

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