



Popcorn Sale Basics

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
Trail's End website

www.PopcornVirginia.com
www.trails-end.com

QUESTIONS:

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