



# Popcorn Sales Guide

Crossroads of the West Council



<https://www.utahscouts.org/popcorn>

## Why do we sell popcorn?

- Make Scouting affordable for every family
- Retain current Scouts and attract new Scouts
- Send more Scouts to camp and offer better activities and programs
- Recruit and retain more leaders
- Pre-approved fundraising helps maintain Council: camps, insurance policies, service center, and your District Executive

## What happens to units that don't fundraise?

- Some Units either do NOT plan their program, or give a haphazard effort trying to do so
- Some Units rarely involve their Scouts and parents in the program planning process
- It's difficult to offer an exciting program without adequate funds. Therefore, these units struggle to recruit and retain members

## Selling tips:

- Scouts can sell, no matter their skill level
- Believe in the product. Attitude matters
- If each scout sells for 8 hours, the Scout will raise \$1,000 - \$1,500 in gross sales (national average)

## Sell Scouting, not popcorn

- Top Units across the country say the following:
  - We sell Scouting (NOT popcorn)
  - We sell SUMMER CAMP (NOT Scout Camp)
    - Summer Camp is relatable to everyone
    - Scouts earn their own way

## Practice your pitch – keep it short (don't say popcorn!)

- *"Hi, my name is John Smith. Would you like to support my Scouting adventure?"*
- *"Hi, my name is Samantha Adams. Would you support my summer camp experience?"*

## What is the product?

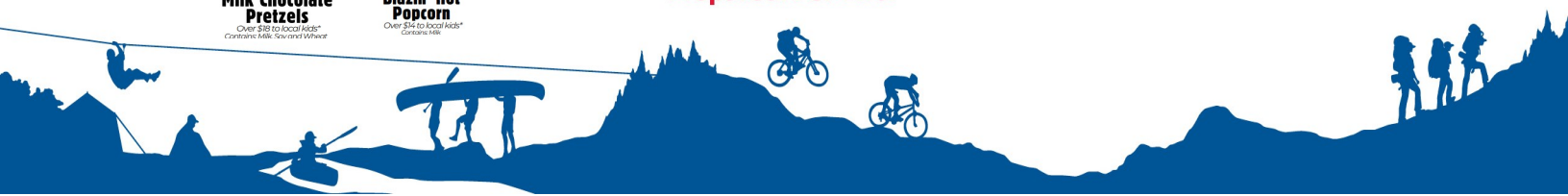
### Show & Sell, Wagon Sale, & Take Order



### Take Order Only (more items available with through online purchase)



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## Popcorn Sale Dates

- Wednesday, August 4 - Council Kickoff at 6:30 pm [via Zoom](#)
- Thursday, August 5 - Online sales begin
- Friday, August 20 - Unit popcorn order (show & sell) is due
- Friday, September 10 - Popcorn distribution
- Saturday, September 11 - Opening weekend of sales
- Friday, October 22 - Take Order due
- Monday, Oct 25 - Unsold popcorn due.
  - ◇ Any remaining popcorn your unit will not sell is due to Council. Popcorn remaining with a unit after this date is now owned by the unit and cannot be returned to Council. Only un-opened product will be accepted
- Friday, November 12 - Take Order popcorn distribution
- Friday, November 19 - Payment due to the Council



## Ways to sell popcorn

### Show & Sell and Wagon Sales

- Place your order online at [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com) by due date listed above
- Scouts sell product at a location, event or go door to door with product
- If the customer wants a product you have, they can buy it right then and there

### Take Order

- Scouts go door to door and take orders using a pre-printed popcorn order form
- Orders are submitted online at [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com) by the due date listed above
  - Be sure each Scout keeps a copy of their order form for delivery purposes
- Product is picked up by the unit on the date listed above
  - Scouts then delivers product to customers
- Tip: Use your order forms from previous year to ask repeat customers

### Online Sales

- This is a great way for family and friends who do not live locally to support your Scout
- Go to [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com) to login or create an account (download the Trails End App)
  - Create your own personalized online selling page
  - Share your online selling link with friends and family via email and social media




## Unit Commission

- Base Rate: 30%
  - ◇ +3% - Unit uses the Trail's End App for all transactions
  - ◇ +2% - Unit sales over 80% of show and sell product ordered
  - ◇ +2% - Sales growth over 2020 or units that sell over \$10,000
  - ◇ +2% - Cash option (take extra commission instead of prizes)
  - ◇ +1% - Unit orders on time and settles account by deadline
- 40% unit commission potential!

### Download the App

Download the app from the Apple, Android and Windows app stores.

Search: Trail's End



## Other Resources

- Visit <https://www.utahscouts.org/popcorn> to download the following items
  - Unit Product Goal Sale Calculator – this spreadsheet will help your unit determine the amount of popcorn needed to sale based on your unit calendar
  - Check out the Popcorn Prize Catalog to see prizes for each selling level

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