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?
- Below is the product available for Show & Sell, Wagon Sale and Take Order
- All other product, including chocolate product, can only be purchased online
Ways to sell popcorn

Show & Sell and Wagon Sales
- Place your order online at 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 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 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: 33%
  - +2% for attendance at Council Kickoff
  - +1% for ordering on time and settling account by deadline
  - +2% cash option (take extra commission instead of prizes)
  - +2% for sales growth over 2019 (only for units that sold in 2019)
    - Or +2% for units that sell over $15,000 in 2020
  - 40% unit commission potential!

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

*Unit Show-n-Sale Order Stipulation 2020*
- Due to COVID-19: Units will only be permitted to initially order up to 50% of their 2019 sales total. We will get more product as units need. Units will need to pay their bill for initial product sold before ordering more.
- Example: My unit sold $8,000 of product in 2019. In 2020 my unit will order $4,000 on our first order. After selling most of the product we will pay the balance due to Council for the initial order. Once the payment is processed, our unit may order more product (up to 50% of 2019 sales) as needed.
- Multiple orders can be made by a unit from September 9 – October 26.