



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

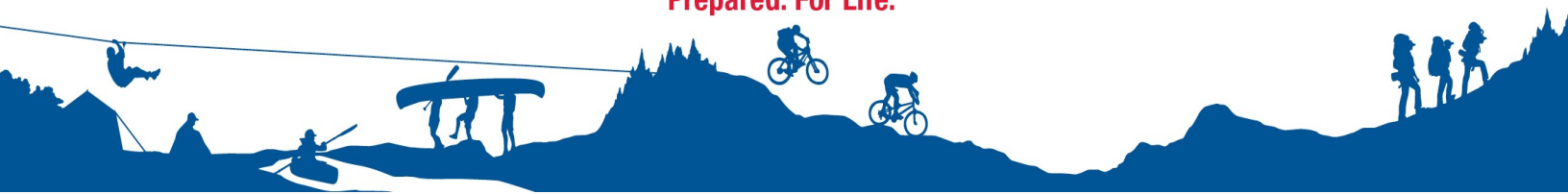
- Top Units across the country say the following:
 - We sell Scouting (NOT popcorn)
 - We sell SUMMER CAMP (NOT Scout Camp)
 - Summer Camp is relatable to everyone
 - Scouts earn their own way
- **Practice your pitch** – keep it short (don't say popcorn!)
 - *"Hi, my name is John Smith. Would you like to support my Scouting adventure?"*
 - *"Hi, my name is Samantha Adams. Would you support my summer camp experience?"*

What is the product?

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



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Popcorn Timeline

- Aug 1 - Online sales begin
- Aug 13 - Council Kickoff (7pm Zoom Meeting)
- Aug 21 - Show-n-Sell unit orders due
- Sep 10 - Show-n-Sell distribution
- Oct 26 - Take Order & prize sheets due
- Nov 11 - Take Order distribution
- Nov 20 - Payment due to the Council

Ways to sell popcorn

Show & Sell

- Place your order online at www.Sell.Trails-End.com by due date listed above
- Scouts sell product at a location or event, such as a store front or fair

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

Wagon Sells

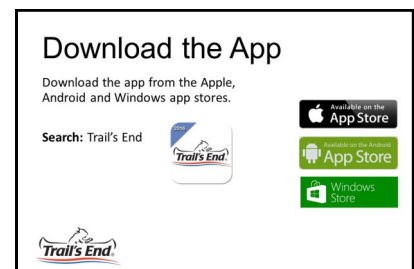
- This is a combination of Take Order and Show & Sell
 - A variety of product is taken door to door via wagon/vehicle
- Go door to door and invite the customer “*support your Scouting experience*”
- If the customer wants a product you have, they can buy it right then and there

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
 - Track your online sales

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)
- 38% 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

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