



Parent & Scout

Popcorn Fundraiser Guide

Steps to Success

- **Highest Profit Return-Over 73% returned to local Scouting**
 - You can earn enough money to fund your scouting program needs for the entire year.
 - With part of the revenue generated, Council uses funds for camping programs, leader training, Camporees, etc.
- **No Up Front Money**
 - A council run fundraiser that allows your unit to order the product needed for a successful sale.
- **A Turn Key Program**
 - All sales tools provided for success: Order forms, online ordering, Scout prizes, training videos, etc.
- **Proven Product Quality**
 - Superior products and pricing with high consumer appeal.
 - No “Trans-Fat” and Microwave products made with Canola oil.
 - 92% of consumers will buy product again each season.
- **Teaches Life Lessons**
 - Teaches Scouts the responsibility of “Earning His Own Way” and builds self-confidence.
 - Scouts learn leadership skills and financial skills.
 - The Popcorn sale provides Scouts with an opportunity to earn advancements and merit badges.
- **Program Support**
 - Council staff and Pack & Troop leaders available for assistance.
 - Local trainings available to guide you through a successful sale.



Less Time Fundraising = More Time For Scouting

Steps For Success

Coach Your Boy



- Listen to him practice his sales pitch.
- Review the popcorn material together and visit Trail's-End web site with him to help him learn more about his product. www.trails-end.com
- Guide him to set practical and useful goals about what he wants to learn and earn:
 - Budget goal / commission rate = Sales goal ($\$200/33\% = \600)
 - Show the Scouts what prizes and/or events they can earn by hitting their sales goal.
 - Listen to him describe what his goals are for the money earned through the sale.
- Ask him questions – maybe even pretend to be a potential customer and do a little role-play.
- Be a role model for business ethics and safety rules!



**Have fun
with him**





Scout Selling Tips



1. Always wear your class "A" uniform.
2. Never sell alone or enter anyone's home.
3. Practice the sales presentation.
 - a) Introduce yourself (first name only) and where you are from.
"Hi Sir, my name is Jimmy and I am from Cub Scout Pack 538"
 - b) Let people know what you are doing
"We're working very hard to try and help raise money for our scouting activities for this year."
 - c) How they can help you.
"You can help us by buying some of our gourmet Popcorn! You can also help us send popcorn to our Troops."
 - d) Close the sale.
"You'll support scouting, won't you?"
4. Be polite and always say "Thank You."
5. Always walk on the sidewalk and/or driveway.
6. Keep your Take Order forms each year for repeat customers.
7. Have mom and/or dad take an order form to work.
8. Plan on how many sales you will need to reach your sales goals.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, "two out of three people will buy when asked."



You are selling Scouting!



Scout Sales Worksheet

Identify Your Top 18 Customers



Friends and Family

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Neighbors

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Mom/Dad's Coworkers

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____