

Tips for Successful Popcorn Sale

Set a sales goal for your unit and for each Scout

- The most important step a unit can do. Use the [Fund Your Adventure](#) worksheet and base the goal on your actual unit budget needs.
- During your first unit sale meeting, communicate a “per Scout” goal based on your unit goal and the number of Scouts selling. Share the unit plan to leaders and families.

Create a Timeline for your Unit

- Use the Council Product Sale Calendar as a reference, and establish your specific unit deadlines for at least one week earlier than Council deadlines (for orders and payments).
- Start planning now for product distribution, and engage other parents to assist.

Conduct a “fun-filled” kick-off event for Scouts and their parents

- Emphasize what the Scouts will receive for reaching their goal.
- Highlight advancement opportunities that can be easily incorporated into sale process.
- Provide a letter to the parents that clearly spells out:
 - The purpose of the sale
 - How the money raised will be used
 - What the “per-Scout goal” is
- Consider using some of the unit’s commissions to offer additional incentives that your Scouts really want
- Explain all the prizes and incentives, and encourage each Scout to set their goal based on the prize they’d most like to win

Encourage ALL your Scouts to go out and sell!

- More Scouts selling in a unit means more chances to celebrate at the unit level, and more enthusiasm and overall success for your unit.
- Sell to friends, family members, neighbors, etc.
- Have parents bring the “Take Order form” to work.
- 67% of people will buy when asked, and less than 30% of the public is asked. There are areas of our Council geography where no units are selling popcorn and nuts.
- Set up an organized “Blitz Day” at the beginning of the sale to help give your Scouts a good start to their sale. Have a fun activity planned at the end of your “Blitz Day”

Use all Sale Methods!

- Set up your unit for Show & Sell and Online Sales, as well as Take Order. Online selling is the easiest; the customer pays online and product is shipped directly to them.
- Utilize the Trail’s End app to facilitate inventory tracking, Scout sales, and rewards redemptions among other benefits.

Have a VICTORY celebration!

- Regardless of your final sales total, celebrate your success and remind everyone of what your unit revenues will fund in the coming year.