

2011 POPCORN - CAMPAIGN TIPS & TECHNIQUES

1. District Popcorn Kernel:

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|-----------------------|-----------------|--------------|--|
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- If you have multiple drivers involved in picking up your popcorn order at your designated warehouse, rendezvous somewhere other than the pick up site. That way you can all arrive together which makes getting your order that much easier and quicker.
- Another pickup hint - DO NOT plan on splitting your order among multiple drivers in any organized manner at the warehouse - we need to load each order as quickly and efficiently as possible so that we can service all units coming to get their orders.
- As a unit, consider adding incentives to the Council prize program. Some examples:
 - Drawing for donated prizes for any boy selling \$30 in popcorn
 - Free Pack/Troop outing to play miniature golf, go roller-skating
 - Profit or a portion there of distributed to individual accounts for boys to use towards camp, activity fees, etc.
 - Salesman trophy for first and second highest sales
 - Pizza party for top Den/Patrol sales
- For units placing a first order (Show 'n Sell)
 - Make arrangements NOW for a booth sale (**at or outside a local market/grocery store, bank, mall, etc.**) and don't be shy about calling to confirm the arrangements the week or at least a few days before the booth sale is to happen
 - Decide where you are going to keep your inventory:
 - in ONE central location for the Pack/Troop,
 - divided evenly among Den/Patrols and distributed to Den/Patrol leaders and/or a designated "Popcorn parent" in the Den/Patrol,
 - WARNING: The further you distribute the popcorn, the better your record keeping and communication needs to be in order to have accurate information about the "product on hand" quantities when you go into the second order (*take order*) from the boys' *take order forms*.
- Fill out the Sales Order forms with the boys' names and phone numbers on them before handing them out - this way you'll know that you can read them when you get them back.
- The Unit salesmen should hold on to the old sales order forms for the next year's sales. Clientele has been established and are likely to re-order year after year.

