

THE 3 D'S

Decide the unit's goal



1. Establish an annual Budget.
2. Set a Sales Goal to fund the budget. Break the goal down by Unit, Den, and Scout.
 - Set PER BOY sales goals (Container vs. Dollar Goal)
3. Incorporate Prizes and Incentives in the budget.
4. Communicate to all parents and Scouts effectively.

Devise a plan

1. Recruit parents to help with the sale.
2. Design a unit kickoff.
 - Create a EXCITING Unit Kickoff
 - Host a "tasting" party!
3. Show and sale locations organized along with neighborhood show and delivery.
4. Communicate to all parents and Scouts effectively.
 - When Scout parents understand why sell popcorn, percentages of greater revenue allowing stronger scouting programs are greatly increased
 - What's in it for me and my Scout?
 1. Scouting Values
 - Scouts learn to earn their own way
 - Scouts learn responsibility
 - Scouts learn perseverance
 - Scouting Achievement
 - Salesmanship
 - Communication
 - Self Confidence
 2. Win / Win for all in the unit, provided funding
 - Enhance Scouting Programs
 - Provide needed equipment
 - Reduce program costs
 - How will the money benefit our Unit?
5. Communication Methodology:
 - ✓ Kickoff
 - ✓ Email
 - ✓ Direct Mail
 - ✓ Council Website
 - ✓ Newsletter
 - ✓ Scouting Event
 - ✓ Public Relations/Publicity, Advertising Media

Do your Best!

Steps For A Successful Unit Kick-Off

- 1) Provide plenty of popcorn and snacks and make it exciting for your sales team-The Scouts.
- 2) Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one fundraiser, the Pecatonica River Popcorn Sale.
 - a. Determine how much popcorn you will need to sell to reach your goal:
Budget goal / commission rate = Sales goal
 - b. Post the Unit's Sales goal somewhere it will be visible throughout the entire sale.
- 3) Communicate the Unit's sales goal and each Scout's Popcorn sales goal. Have the boys write their goals on the Take Order Forms.
- 4) Show the Scouts the prizes they can earn by hitting their sales goal.
 - a. Explain the Super Saturday unit promotion with the four ball blaster
 - b. Have a prize for the top seller in the Unit and/or each Den: Ticket to local amusement park, video game, gift cards, bicycle, etc.
- 5) Role-play with the Scouts on how to sell.
- 6) Review safety and selling tips.
- 7) Review sales materials and key dates.
- 8) Do a skit or fun activity to get the boys trained and excited about the sale, and to teach them about safety when selling.

