

A SUCCESSFUL POPCORN SALE BEGINS WITH THESE 5 STEPS...



1. Plan Your Scouting Program

Plan your unit's Scouting program by month, determine all of your costs, and set unit and Scout sales goals with our **Program Planner spreadsheet**. Use this as a handout for parents at your popcorn kickoff.



2. Finalize Your Unit Incentive Program

Use our **Scout Incentive** document to finalize the incentives you will offer your Scouts in addition to the Scout Rewards offered through your council and Trail's End. Use this as a handout for Scouts at your popcorn kickoff. Make sure your Scouts watch the **Scout Rewards video** at scouts.trails-end.com, too.



3. Build Your Best Popcorn Kickoff Ever

Refer to pages 10 and 11 in the Leader Playbook for the kickoff agenda and room layout to follow. Use the materials in the **Popcorn Sale in a Box** to decorate your meeting room and showcase the marshmallow crossbow for Scouts who sell \$600 or more. Customize your **PowerPoint kickoff presentation**. (6MB download)



4. Communicate Effectively With Your Scouts And Parents

Give your parents the key program and sale information by customizing this **parent handout** for your popcorn kickoff. Utilize the Trail's End **Email Library** to communicate with your families. Have your dens or patrols use the tracking poster in the **Popcorn Sale in a Box** to keep your Scouts motivated throughout the campaign.



5. Achieve Your Sales Goal

Be sure your Scouts sell both online and face-to-face to achieve their sales goals. Show the Scout training video at your kickoff. Give each of your Scouts the Sell Online card from the **Popcorn Sale in a Box** at your popcorn kickoff.

The Iroquois Trail Council wants YOUR popcorn sale to be a SUCCESS!!

To help develop your sales plan, log in to the Trail's End Sales Planner by typing the following address into your internet browser:

WWW.TRAILS-END.COM/TRAILSSEND/DYNAMIC_CONTENT.JSP?ID=1100020