

## Popcorn Sale Best Methods

1. Create a budget for the year that includes what things cost and where money earned goes. Make sure to have it in writing to give to parents at the beginning of the year. During sign up night, you can hand new parents a schedule of events that you have planned stating, "This is what we are going to do this year" and then give the popcorn information stating that "This is how we are going to pay for EVERYTHING"!
2. Set a dollar goal for each seller! Give incentives for those that reach their goal and extra special prizes for those that exceed their goal!
3. Create incentives within your unit
  - a. Have the top seller win a free week at Day Camp
  - b. Have the top sellers in each den win the chance to throw a pie in their den leaders face
  - c. Have the top seller in the Pack win the chance to throw a pie in the Cub Master's face 😊
  - d. Have incentives for EACH seller, such as gift cards to Wal-Mart or Gander Mountain or a pizza party
4. Create a silly song with popcorn lyrics. "Thunderstruck" by ACDC works great. Have a mock Rock Concert during your Popcorn Kick-off. Dress up like a rock star and be silly, have fun and get the kids really excited about selling popcorn.
5. Set up individual accounts for each Scout selling. This will ensure that money he earns during the sale can be used towards camp fees or other Scout activities he participates in.
6. Boy Scouts can incorporate the Entrepreneur Merit Badge as part of the Popcorn Sale. Have an experience salesman teach the boys how to sell and use the MB as a means to make the sale more interesting and fun for the older boys.
7. Have a Blitz Day where each seller attends a meeting, have a pizza party, map out the streets and go out together selling.
8. Have product on hand when selling Door-to-Door. Offer the customer what you have and also show them the order form.
9. Set up booths for the Show and Sell part of the sale. Have a booth that is located in a bank or a place with high traffic. Flea Markets work great! (try to avoid places that already sell popcorn such as Wal-Mart or Tops).
10. Convince each adult that selling popcorn is the best way to fund the entire Scout year. Have a parent meeting at the end of summer or at the beginning of the Fall. Talk to them about your budget needs and explain that if each boy sells a certain amount, the whole year can be paid for!
11. Have a popcorn kick-off with excitement, songs, skits, games and show the Popcorn University movie.
12. Have your kick-off the same night as your sign-up. Give the popcorn information along with the application.
13. Teach boys how to sell popcorn. Teach different techniques including the ask, "Please help support Scouting" not "Please buy popcorn".
14. When boys cross over into Boy Scouting from Cub Scouting, allow them to transfer their funds from their individual popcorn accounts.
15. Teach boys about how popcorn can pay their entire fee for camp.
16. Have units compete in a friendly rivalry. For example, Batavia against Alexander.
17. During the sale, have reminders about selling. Each den meeting, each pack meeting should have a popcorn piece. Have a thermometer or a Popcorn Rocket showing the goal, and how far they have come. Remind sellers at each meeting to KEEP SELLING!
18. Teach the sellers to save their sheets from year to year. They can really rely on repeat customers. If a boy is leaving the pack, perhaps he can leave his sheets behind for the unit.
19. Use your charter organization to help sell. Rotary Clubs, American Legions and Churches can assist in the sale by having a booth sale, or by having Scouts come to meetings to sell to the members.
20. Utilize the Fill-A-Sheet program provided by Council. Talk about the prize drawing and the Fill-A-Sheet Party.
21. Have fun and keep it silly. Be enthusiastic and energized!
22. Have a dedicated Kernal for each unit that runs the sale. Make sure they attend the Council training and that they have a "Vice-Kernal" that will assist and to take over when they move up.