

2015 Quick Guide to Holding a Unit Popcorn Kick-Off

(It's a Celebration! Make it FUN!)

Opening Activity

Purpose – Keeps guest busy until the program starts & gets them excited about what is to come.

Tips – Be sure to have all supplies at each table. Make sure the activity is simple so that everyone can participate and that it takes very little direction to complete.

Examples – Popcorn Themed Name Tags, Building a popcorn structure with popcorn and toothpicks, foam art, popcorn coloring pages, etc. Tie this into a contest for later in the program (Best Name Tag, or Popcorn Structure).

Welcome

Purpose – Lets everyone know you're starting. Perfect time to make introductions. Give a short verbal of the agenda of fun stuff.

Why We Sell

Purpose – Letting everyone know the benefits of selling. Why pay out of pocket or participate in multiple fund raisers when popcorn can pay for your scout's entire year of scouting. One fundraiser to pay for it all.

Tips – Audience participation: Play a game to get people thinking why they need to sell.

Example – Information: 70% of the sales goes to Scouting, based on last year's sale (32% 34% 36%) comes back to our unit. 30% goes to support the council which keeps the scouting running (scout office, camp maintenance) & programs such as Camporees, weekend camps, etc. – the units portion is going towards _____ - the scouts can use their money to help pay for resident camp, trips, unit or council events.

Pass the Popcorn – play like musical chairs but pass a bag of popcorn when the music stops ask the scout, scouter, or parent what they like about scouting & then share how the popcorn sale helps to fund that program.

Goals

Purpose – Announcing the unit goal suggested individual goal. Get Scouts and parents to declare individual goal.

Tips – Weekly tracking meetings keep goals clear and scouts motivated. Visuals help scouts easily see how close they are to achieving their goal.

Examples – Unit Tracking: big thermometer concept (adapt to theme) Den/Patrol Tracking: smaller units can compete weekly using a goal chart (cars racing on a track). Individual Tracking: provide a personal goal tracking sheet to put on refrigerator & possibly brought to meetings for easy group chart tracking.

How

Purpose – Provide the sale plan by letting scouts & parents know the methods in which you're going to obtain your goals.

Tips – Provide a calendar of dates for Show & Sells, Blitz Days, etc. Have a sign-up sheet for time slots to man booths while scouts & parents are excited about the sale. Discuss safety & manners for door to door sales and selling product on hand.

Examples – Take Order: go to neighbors, friends, family, church, parents take to work.

Show & Sell: set up booths outside exit doors at local businesses. **Sell & Deliver:** going door-to-door and selling product on hand. Blitz days are an organized door to door campaign which can be conducted as an entire unit or den activity. Map out your community or neighborhood and hold a Blitz Day where your scouts canvas neighborhoods selling product on hand. Make this a fun event by giving prizes to top selling dens, have a cook out and play games at the conclusion of the Blitz Day. **Online Sales:** For friends and family out of town which invites them to buy popcorn using the Trail's End website.

(Perform a skit to demonstrate how to make a sales pitch)

When your customer answers the door, this is how easy it is to sell popcorn...

- **Hello [Sir/Ma'am], how are you today?**
- I'm fine, how are you?
- **I'm fantastic, thanks for asking. My name is Rumpelstiltskin, and I'm with Cub Scout Pack / Boy Scout Troop _____, we're out selling Trail's End Popcorn today. It's our only fundraiser for the whole year and we've got a lot of great items to choose from. I sure hope you're interested in supporting our Pack/Troop today. Can I show you what we've got?**
- Well, let me take a look. (Present them with your order form or show them the products you have on hand or both)
- Okay then, I'll take the Bacon Cheddar Ranch and the Butter Light.
- **Great, how many would you like?**
- Well, one Bacon Cheddar Ranch and two Butter Light.
- **Wow, thank you. You're really going to help me meet my goal. I'm trying to earn my way to camp. Would you please fill out the next empty line on my order form with your information?**
- {Wait patiently... do NOT dance around, foot tap, walk away or enter the house. Review the order and confirm the total due.} **Thanks again. Will you be paying by check or cash?**
- I'd like to write a check if that's alright.
- **Of course, please make it out to Cub Scout Pack / Boy Scout Troop_____. Thank you... I really appreciate it. Have a GREAT day, and enjoy your popcorn!**

* * * * * Handling Objections / Rejection * * * * *

If a person lets you know that they are unable to eat popcorn, you can remind them that: **"It also makes a great gift and you will be helping your local Cub Scout Pack. And they come in such nice tins, you don't even have to wrap it, you can just put a bow on top and it's ready to go."**

If a person says that they have already bought some popcorn from another Scout, then let them know that **"The Cub Scouts really appreciate it. Thank you. I hope you enjoy your popcorn, and have a Great, Cub Scout day!"**

If a person is not interested in buying any popcorn for themselves or as a gift, then please tell them **"Thank you anyways-- I appreciate your time, and I hope you have a great day."**

Prizes

Purpose – Motivation! Keep the eyes on the prize, which keeps the goals obtainable. Don't forget to motivate Parents!!! They take the scouts to events & get the take orders, so make sure they are motivated as well.

Tips – Find out what the council is doing. Whenever the council announces the prizes make sure you know! Come up with your own prizes as well.

Examples – If a scout sells \$1,000 of popcorn, pay for him to go to Cub Camp. If a scout sells \$500 of popcorn pay for his registration. Use some of the earnings to reward the boys for their hard work!

Recognition & Closing

Purpose – Finish quickly. Have Popcorn Packets ready for scouts/parents to hand out before they leave – do not give these out before otherwise parents will be sifting through paperwork instead of paying attention.

Examples – Award the winner(s) of the opening activity with a small door prize. Reminders next popcorn activity date & time, sign up for Show & Sell booths. Family Popcorn packets should include:

- Calendar of important dates & times
- Personal Goal/Prize Sheet
- Extra take-order form
- Notes on how to create an individual on-line account
- Popcorn Kernel contact info
- Link to Trail's End Website.

End with a Bang and Not a Fizzle! Popcorn Cheer – Pop.....Pop...pop, pop, pop, pop, pop, Popcorn!

Have popcorn as a snack at the end of the meeting.