

Popcorn Sale Program 2018

Sale Dates: September 14th – October 28th

The Scout Popcorn Sale is here again! The importance of selling popcorn really can't be overstated. For scouts, direct benefits of the sale come in the form of earning sales prizes and gaining experience with presenting, selling, and achieving goals.

For the Pack, the sale is critical to "making the Pack go". Indirect benefits for scouts (and parents) come later — after the sale — when the Pack is able to meet its financial commitments for events, supplies, camp support, leadership training and more that go into providing the rewarding Pack 155 experience.

This is our only fundraiser! The more popcorn we sell, the more options we have for expanding our programming!

Popcorn Program Sales Goals

- Exceed Per Scout Average Sales Target of **\$892**.
- Reduce Returns to Council
- Increase our commission from the council.
 - Last year, we only received 32% back from our sale.
 - We missed out on an additional 2% due to not increasing our total sold from the year before.
 - We also had a return rate that was too high to earn an additional 1-2%.

How We Will Meet Our Goals

- Tighter Inventory Control
 - Starter Kits
 - Level 1 – 20 Items, \$330 value
 - New Scouts /2017 Sales under \$1000
 - Level 2 – 30 Items, \$545 value
 - 2017 Sales greater than \$1000 & money turned in on time
 - High-end and low sales volume items will not be included in kits. You will take orders for those and request from kernel.
 - Weekly Reporting
 - Report weekly ending inventory each Sunday by 9pm via Google Form or email.
 - Remittances
 - Bring payment for items sold when you pick up more popcorn. We are no longer waiting until the end of the sale to collect money. This will help to measure what is actually sold vs what we think has been sold.
- Sales Opportunities
 - Store Front Coordinator – Angie Mayr
 - DeForest & Sun Prairie (W) Pick N Saves, Sun Prairie Walmart
 - Sign Up Genius
- New Local Donation Option – Blessings In A Backpack
 - Assuming 40 scouts selling, if each scout sells 2 boxes of Movie Theater Microwave Popcorn (\$25), that would give Blessings in a Backpack enough popcorn for the entire school year!
 - This donation order would also be filled from our remaining inventory (or better if we must order more), thus hopefully reducing our returned popcorn percentage.
- Encourage Scouts to participate in additional council prize program
 - \$675 Club, Fill It Up, High Achiever Prizes, Council Top Seller

Ways to Sell

- **Show & Sell** – Get a starter inventory kit and start selling!
- **Take Order** – Contact customers for their order, let Kernel know what you need, then deliver to customers.
- **Storefront** – Do not use your personal inventory! Storefront inventory kits will be coordinated by Angie Mayr.
- **Online** – Please contact the Kernel to get set up with an online account if needed.
- **Combination of all methods!**

Going out 4 or 5 times in your neighborhood and then approaching family, friends, and parents' coworkers, and working at a few storefronts will easily make the Pack goal. Make sure scouts know that while they can earn great prizes, it's also about earning their way for the year's activities—and helping out our community!

**Remember to make it fun! Have a daily goal (# of houses, # of lines on the order form, etc.).
Take snack/reward breaks if needed! "Hangry" scouts are no fun!**

How To Sell Popcorn

1. Decide which way you want to sell. See above.
2. Pick-Up Starter Kit
3. Sell Door-to-Door, Storefronts, Friends & Family
 - a. Wear your Uniforms!
 - b. Use a Script!
 - i. "Hi, (sir/ma'am). My name is _____. I am a Cub Scout with Pack 155. We are selling popcorn to help raise money for our pack. You can help us by trying some of our (amazing/delicious/yummy) popcorn. You'll help us, won't you?"
 - c. Remember: You're selling scouting, not popcorn!
4. Participate in our Popcorn Blitz
5. Report Sales Weekly
6. Turn in money for sold popcorn
7. Get more popcorn!
8. End of sale
 - a. Return unsold popcorn.
 - b. Turn in additional take-orders, money, prize selection
9. Choose prizes!
10. Get prizes! (December Pack Meeting)

Initial Starter Kit Pickup - Friday 2pm-7pm and Saturday 9am-11am at 4000 Villa Oak Drive, Sun Prairie

Need More Popcorn? Check out the Kernel Calendar!

Any changes to the Kernel Calendar will come via the Pack email (mailchimp). Days not indicated as Unavailable or Kernel Hours may be open for appointments only if my schedule allows. Email or text to schedule an appointment. Please, no drop-ins outside of scheduled Kernel Hours.

Advance notice of what you need and when you plan to pick it up will be greatly appreciated! (By me & my German Shepherd, especially.) Please bring payment for the popcorn you have already sold.

End of Sale, Returns & Payments

- IMPORTANT! KEEP ALL BOXES!** Any returns to the council must be in original cardboard boxes. Bring boxes back to the Popcorn Kernel.
- ALL unsold popcorn, final payments, and additional take-orders are due by **5pm on Sunday, October 28th**.
- Checks to be made out to PACK 155.

Blitz Day/Weekend –Stay Tuned for more information! We are still working on this!

Fill It Up – Council Program

Each week, one lucky scout will win a \$150 Cabelas Gift Card!

- Drawing dates are: October 5, 12, 19, 26.**
- Drawings occur at 4pm on each Friday in October. Winners will be announced via the Glacier's Edge Council Facebook page and by phone.
- Drawings are cumulative! (ie. All forms submitted for the Oct. 5th drawing are also eligible for the remaining drawings!)
- To submit, take a photo or scan and email to glaciersedgepopcorn@scouting.org and pack155popcornsale@gmail.com.