

SUGGESTED DOOR TO DOOR PRESENTATION

In pairs of 2-Scouts knock on the door dressed in your Class A Uniform with an order form and a pen. One Scout holds a box of popcorn and the other holds the order form. Both SMILE.

Customer greets Scout.

THE SCOUT SHOULD BE IN FULL UNIFORM WITH A BIG SMILE.

1. "My name is _____," and
2. "I'm from Cub Scout Pack _____,"
Or "I'm from Boy Scout Troop _____."
3. "I'm selling delicious Trail's End Popcorn to help support my Cub Scout Pack, or Boy Scout Troop."
4. Hand the Order Form to the customer and say, "You will help me won't you?"
5. If the customer prefers not to purchase any popcorn, don't forget to ask about a donation to the Military.

Using this approach will GREATLY increase your number of SALES!

WHAT ELSE SHOULD I KNOW?

- My Unit Popcorn Chair _____
- Phone or E-mail _____
- My Sale Goal \$ _____
- My Sales in 2016 \$ _____

Pay for a year of activities with one fundraiser

Set your Goal

Average Sale – \$20 the Unit can earn up to 36% or \$7.20

Average Complete Sales Sheet – \$600 Unit earns \$200

Annual Registration and a Scout Uniform and Book – \$85 or 12 popcorn sales

Cub Camp – Mandan \$40 or 6 sales

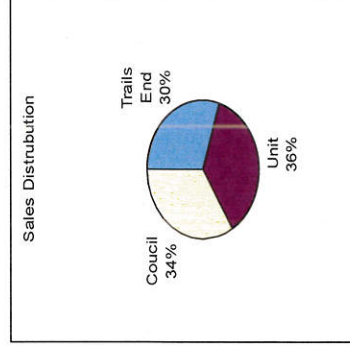
Boy Scout Camp at SPSR – \$250 or 1 complete sales sheet.

High Adventure Camps – Camps like Philmont or Sea Camp cost around \$800 or 4 complete sales sheets.

Save for a future camp – Scout bucks carry over. Start earning now for a big adventure in the future.

Units maximum commission of 36% if you follow all key dates; covers meeting supplies, camping equipment, campouts and activities. **Council 34%** covers

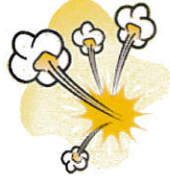
operations and camp upkeep
Trails End 30% covers product, marketing and shipping



Popcorn Fast Facts 2017

Santa Fe Trail Council, BSA

Pay for your entire year of Scouting with one fundraiser.



THANK YOU!



Santa Fe Trail Council sponsors one council fundraiser each year, Popcorn. Our plan is that you will be able to fund your entire year of Scouting with this one fundraiser alone.

The money raised from the Annual Popcorn Sale benefits both your unit, and Scouting throughout the Council. The Unit earns up to 36% commission on the sale.

Some of the benefits of participating in a Council Fundraiser are: **No financial risk to your unit** (payment is not required until the unit has had an opportunity to sell and deliver their product), organizational support provided by the Council, and financial benefit to the Council. A strong Council means strong Units serving the southwest Kansas!

Changes for 2017

- ✓ Units can order by the container. No more left over popcorn
- ✓ “**Show and Sell**”
- ✓ 2% unit bonus for paying a week early
- ✓ Manage your own prizes and earn a extra 3% commission
- ✓ Units can earn up to 36% commission on sales
- ✓ Top 50 Club and Prize Cave!!
- ✓ Family Guides for the sale
- ✓ Virtual Sale Planner
- ✓ New Prize Program
- ✓ New <http://sell.trails-end.com> website that supports face to face sales and online sales
- ✓ Fill up a sheet prize program

www.sftcbsa.org

Popcorn Calendar – Key dates 2017

- September 1st Early Commitment form with Popcorn Chair Selected, 1% extra commission.
- Saturday, September 16th - Popcorn Training Extravaganza! 3% extra commission for attending the Council Campaign Official Kick-off!
- Friday, September 22nd -Council Weekly Prize Drawings Start – “Fill up” an order form.
- Friday October 27th Last day to place unit popcorn orders & unit prize orders on www.trails-end.com website, Extra 2% commission for orders on time. **We strongly urge units to end their units sale before this date, to ensure that you have time to collect order forms from your scouts!**
- Wednesday November 1st **Final day** to turn in any Fill Up order sheet for a prize.
- Saturday November 11th Pick-up Popcorn product at distribution sites
- Wednesday, November 15th Last day for all popcorn money due to council office and earn extra 2% commission.
- Wednesday, November 29th All popcorn money due to council office.
- Tuesday, December 5th Popcorn Evaluation Meeting
- Saturday, April 7st, 2018 Popcorn Top 50 Party at Mandan Scout Camp.

The Websites are your Source for Popcorn Information

*Remember, We're NOT just selling Popcorn...
We're selling SCOUTING*

WHAT SUCCESSFUL UNITS DO ...

Form a committee, or have a partner. More than one person should be involved in the Popcorn Sale. The Cubmaster, Scoutmaster, or Committee Chair SHOULD NOT be the Unit Popcorn Chair! They have enough to do.

Develop a unit activity calendar and budget (the Ideal Year of Scouting Flyer is a great tool for this). **ESTABLISH PER SCOUT AND UNIT SALES GOALS!**

Develop your own unit sales incentive plan. For example, maybe the top unit salesman gets to “pie” the Cubmaster, or maybe the Scoutmaster will shave off his mustache if the Troop meets their sales goal. Another idea is a pizza party or some other location for all Scouts that reach the sales goal set by your unit. Be creative and have FUN!

Explain to parents that Popcorn is your unit’s main and only fundraiser. **ONE AND DONE!** Let them know what your unit will do with the money earned.

Set up at unit meeting a role-play with your Scouts how to approach customers and what to say. Also, role-play with Scouts on how to do a door-to-door sale. There is an example at the back of this Fast Facts Brochure.

Please **COMMUNICATE OFTEN** with parents regarding popcorn sale dates and deadlines.

www.trails-end.com