

CREATE SCOUTING ADVENTURES WITH POPCORN!



WHY TO SELL POPCORN

- * Scouts gain confidence and skills through popcorn.
- * Units can fund and deliver incredible programs while keeping Scouting affordable for parents.
- * Proceeds not only support the Scout and the unit, but also help to support Scouting as a whole.
- * New equipment, free resources, camp improvements and more are all funded in part by popcorn.

When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Units also have the ability to fund their entire year's program through the popcorn sale alone. That means less fundraising, less time asking parents for money, and more time for Scouting fun.

All proceeds stay right here to help support local Scouts. That's 73% that goes to Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit, and into local programs and supplies. For example, a bunch of the materials you receive for free throughout the year, such as Join Scout Night materials, came from popcorn. New program equipment like bows and arrows, and facility improvements like composite decking at Cub World were also funded in part by popcorn.

Together we make a huge difference to support local Scouting program and the adventures of a lifetime!

Answers to Common Objections

Why A Person or Unit Won't Sell Popcorn

<p>1. The popcorn costs too much.</p>	<p>Answer: Well it is a <u>fundraiser</u>. Just like any other product being sold as a fundraiser, the price on the product is increased to enhance the profit margin for the Unit. Think of it this way: the bag of Carmel Corn costs only \$3. That's cheaper than the grocery store. The other part is a \$7 donation to Scouting.</p> <p style="text-align: center;">Remember, we are NOT selling popcorn: we're selling <u>Scouting</u>.</p> <p>Last year we had over 75 units sell \$10,000 worth of popcorn. If their units can, I have no doubt that your unit can. There are plenty of people out there who want to support your Scouts.</p> <p><i>Example:</i> As for microwave popcorn, the price per pouch is comparable to those in the store. At \$20, an 18 pack is slightly over \$1 per pouch. A 3-pack in a store is usually \$3-4 or about the same price.</p>
<p>2. It is easier to sell a \$1-2 item instead of a \$10 or higher item.</p>	<p>Answer: True, but will you sell enough to make up the difference?</p> <p>It is easier to sell a \$1 item then a \$10 item. However, the question is "in how much time." A Scout has to sell a \$1 item to 10 different customers to equate to selling a \$10 item just once. This is compounded if you look at a \$20 or more bag of corn. A Scout does have to ask more people to sell a \$20 item, but as long as it is less than 20 people, the time spent selling is far less.</p> <p>*Note that the average sales last year were about \$100 to \$150/hour for door to door and storefront sales.</p>
<p>3. We get a higher percentage selling something on our own then selling popcorn.</p>	<p>Answer:</p> <p>You might think that is the case, but it might be closer than you think. What commission would you make on XYZ_____? (Likely 50% max) You are correct that units start at 32% and haave the potential to earn up to 36%. But a big part of the remaining commission is actually going directly back to you. Does your fundraiser offer prizes to your Scouts? It is a proven fact that the prize program helps to motivate Scouts and parents to fundraise more for your unit. When you add in prizes, bonus clubs, free summer camp, Scoutbucks, free movies and events, and more- your unit is actually making about 44%. And the best part is, we're taking care of prizes for you so that you don't have to come up with it on your own.</p> <p>Does your fundraiser provide free supplies and materials to help your sale grow? Free banners, posters, order forms, credit card readers, kickoff supplies, sample popcorn and more? My guess is not. So you're either buying those materials, or not using them all which can't help your sale. So now you are making 48%. Does your fundraiser allow you to pickup more product right here locally when you need it or return the leftovers? We absorb the cost of your leftovers. And does your fundraiser give your Scouts free program events to attend like free Reds games and a free visit to the Cincinnati Museum Center? Probably not. All of these items help to grow your sale, and we are investing them in you. So when you really break it down, you actually are making about the same commission percentage. We've just invested some it into a system that we know works. Plus, people know Scout popcorn, so you get the name recognition too.</p>

<p>4. What does council do with their portion.</p>	<p>The Council does two things with their portion of the sale:</p> <ol style="list-style-type: none"> 1) Cover expenses that help support units in the sale. Popcorn expenses includes prizes, delivery costs, order forms, kickoff materials, sample product, and product storage. In addition, the Council takes on the risk of the sale. All of these expenses the unit never sees. 2) The remaining balance of the sale goes into the Operating Budget to cover other expenses like camps, utilities, and program materials. The American Camping Association states the average cost of a weeklong camp is \$600 nationwide. Boy Scout Camp is about half that amount. Parents should understand Scout camps and programs are subsidized through Friends of Scouting and Popcorn Sales. By participating in the popcorn sale, they are also helping lower the cost of Scouting for everyone.
<p>5. The popcorn sale is too hard to manage.</p>	<p>Answer: Any large or effective fundraiser is going to have 'm not sure when your unit last participated, but the popcorn sale is much different and we've made great strides in simplifying the sale in recent years. For starters, you can make the sale your own by participating in the parts best for you. Maybe you only want to do take orders to keep things more simple. We've streamlined distribution and the wait time was less than 1 minute the last two years. In addition, we have provided new software right on your phone that helps to manage the sale and allows your parents to take a more active role rather than one kernel. This year, we've also updated our prize program to an automated system so that kernels do not to spend time tracking, ordering, and distributing prizes.</p> <p>Finally, we've seen some units be really effective in asking a few different parents or leaders to help with different parts. For example, one person could be responsible for managing just the Show and Sell locations. Have a different person just in charge of distribution of popcorn to Scouts. You could assign a person in each den or patrol to help with the popcorn sale. Have a stay at home parent help pickup the popcorn or help with communications. Many parents want to help and popcorn sales is a great way for them to get involved.</p> <p>It's an exclusive program for the Scouts and it is a hassle free program; no upfront money, product is ordered on-line, shipping costs are covered and now prizes are shipped direct to the Scouts.</p>
<p>6. We can only ask our family and friends so many times to help our son.</p>	<p>Answer: I agree with this statement, which is part of the reason popcorn is so great. Through storefront sales and access to Kroger locations, you're families don't have to go back to the same people. They are asking others in the community to help support.</p> <p>We know popcorn can serve as your one and only fundraiser to fund your program for the entire year. Many Units net over \$5000 from popcorn sales and 47% units nationwide fully fund their unit with the popcorn sale.</p>

<p>7. It is easier to just pay for Scouting items out of my pocket than go around with my son and sell popcorn.</p>	<p>Answer: There is MUCH more to selling popcorn than the money.</p> <p>Part of the Purpose of Boy Scouts is to “instill within youth desirable qualities of character, [and] to train them in the responsibilities of participating citizenship...” If parents pay for everything, the Scout will miss out on some great opportunities such as approaching adults and presenting himself with a request to support scouting, learning how much scouting costs, earning his first dollar, receiving rewards for work, learning to deal with objections, and the sense of accomplishing a goals.</p> <p>Selling popcorn teaches Scouts the value of earning their own way, builds self-confidence, and allows him to earn advancements and merit badges.</p> <p>Finally, I bet if you told those parents that all of their expenses would be paid, including membership fees if they would volunteer for a few shifts, most be jump on board.</p>
<p>8. The Cub Scouts sell popcorn, that’s not a Boy Scout thing.</p> <p>or</p> <p>Our area is over- saturated with scouts selling.</p>	<p>Answer: Actually we have lots of Troops that sell and do really well! Each year, most of the nation’s top selling youth are actually Boy Scouts(Scouts BSA). This is because our older Scouts tend to manage it more like a business. They have developed a client list and have returned to the same houses year after year, and they can better articulate what the money will be used for. In addition, we’ve completely revamped the prize program this year so that Scouts can pick whatever prize they want from Amazon, which is perfect for older Scouts.</p> <p>There is also the Salesmanship Merit Badge which can be completed entirely using the popcorn sale. It can cost a lot more for a Boy Scout to fully participate in the Scouting program Boy Scouts need to take advantage of every opportunity to raise money.</p> <p>Answer: Surveys have shown that less than 20% of all households have been contacted by a Scout to purchase popcorn. Have plans to canvas neighborhoods on a late Saturday morning. You’ll may find that few people have been asked, but you’ll find plenty who haven’t been. In addition, there are tons of storefront opportunities to participate at.</p>
<p>9. It doesn’t taste good.</p>	<p>Answer: [Upbeat tone] Really, I’ve not really heard that, at least in recent years. When is the last time you tried some by chance?</p> <p>There are lots of great flavors now. One of my favorites is _____.</p> <p>Plus, we have found that there are lots of people who either really love the taste of Scout popcorn, or who buy it more to support our Scouts than just for the taste alone.</p>
<p>10. My parents or committee just doesn’t seem interested.</p>	<p>Answer: Look, most people don’t like fundraising and aren’t looking to sign up for another fundraiser. So you have to sell it to them and help them see the positive impact it will have on the units program, on their wallet, and on their Scout.</p> <ol style="list-style-type: none"> 1) If we do this, we can fund the entire program for the year. 2) That means no extra expenses for parents, and Scouts get to have a blast doing fun things (because your unit can afford it). 3) There is definite value in Scouts earning a dollar, and understanding the principles behind it. It will help them in life.