

## 10 Steps to a Successful Popcorn Fundraiser

1. **The BIG GOAL** - Set a GOAL for your Pack, Troop or Crew - Determine how much MONEY you need to generate and calculate the total sales needed to get you there (example: if your commission is 35% of the total gross sales - and you want to NET \$3,500, you will need to sell \$10,000 in popcorn)
2. **Individual GOALS** - Assign a GOAL for each Scout (using the above example - if you have 50 scouts in your unit, each Scout will need to sell \$200 in popcorn to reach your total sales goal) - make sure that each Scout family is clear on their individual sales goal - and committed to achieving it.
3. **Incentive program** - use the Council provided incentive prizes - the more each scout sells, the bigger prize they earn. Buy some cool prizes and create an incentive raffle (the more a scout sells, the more raffle tickets they earn) - get a big prize - a video game system or iPod Touch or even a week a Camp Cherry Valley. Budget 5-10% of your expected proceeds to fund this program and/or ask parents to donate some prizes.
4. **Inspire Competition** - award a special prize to the Den or Patrol that has the highest average sales per Scout, award trophies or ribbons to the Individual Sales leaders in each Den or Patrol
5. **Train The Scouts** - set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to “ask for the order”, take some time to “role play” and have the Scouts practice in front of the group. Give them the skills that will inspire confidence!
6. **Start Early** - whether you are doing the Show-N-Sell or Take Order program, get started early...make a big effort to get it done in September while the enthusiasm is high and the training fresh. Take action - don't procrastinate!!
7. **Cheer The Progress** - send weekly email updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly...and praise the scouts that are excelling in their sales efforts
8. **Create a Sense of Urgency** - establish deadlines and hold the Den or Patrol Leaders accountable for staying on track.
9. **Parents Can Help Too** - parents should take the popcorn order form to their work, co-workers love to support Scouting...Parents also need to commit to spending a couple of hours escorting their scout around the neighborhood to sell and assist the scout in contacting family friends and relatives
10. **Make It FUN** - the scouts that have the most success are the ones that view this as FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.