

Overcoming Objective to the Popcorn Sale

- The product is too expensive
You're supporting Scouting. Not buying popcorn.
We offer a 73% return to scouting, more than any other fundraiser and it's a donation to program with a gift in return. So, if you take a bag of caramel corn (\$10), \$7.30 goes to scouting and consumer actual value is \$2.70.
- We have no time to sell and there is no return on effort (don't see the value)
Define the amount of time you want each Scout to spend selling and what they will receive for their efforts. Scouts earn on the average \$20 an hour selling door to door. They can earn their own way in Scouting spending 8-10 hours on the sale.
- We/my Scout doesn't like to ask for money
It's a life skill and you are giving your Scouts experiences that will benefit them in the future such as public speaking, fiscal management, learning to accept rejection.
- We don't like kids going door to door
Scouts earn on the average \$20 an hour selling door to door. This is a great investment of their time.
Give your Scouts scripts/give tools/demo at unit kick off/ to help them be more successful
Try group door to door sales to help younger/shyer Scouts and visit your scouting for food route to be more known in your community. Never have Scouts selling unsupervised.
- Customers have no cash on hand
Use a credit card reader and ask customers to buy online

- Customer don't like the product or complain about the quality or size.
Ask the customer to try another product or support the sale through a military donation or the purchase of a gift for someone else.
- There is not enough opportunity or shifts at a show and sell
Have a sign-up sheet at the popcorn kickoff and make sure each Scout has an equal opportunity to sell. Ask parents to run one show and sell so there are more opportunities, try show and deliver days where every Scout can participate.
- We will make more money selling another product
This is simply not the case. Popcorn will provide the greatest return on your investment of time. And there is never a risk to units to sell.

Why Selling Popcorn Makes Sense

	<u>Trail's End</u>	<u>Cookies</u>	<u>Beef Sticks</u>	<u>Candy Bars</u>	<u>Camp Cards</u>
Average Price per Container	\$17.65	\$4.00	\$1.00	\$2.00	\$5.00
Avg. Dollar Return to Unit	\$6.53	\$0.80	\$0.50	\$1.00	\$2.50
Avg. Return to Council*	\$6.35	\$2.12	0	0	\$2.00
Scout incentive program	Yes	Yes	No	No	No
A turn-key program	Yes	Yes	No	No	No
Minimum order required	No	Yes	Yes	Yes	Yes
Responsible for leftover product	No	Yes	Yes	Yes	Yes
Personalized online selling	Yes	No	No	No	No
Council staff support	Yes	Yes	No	No	No
College scholarship program	Yes	No	No	No	No

Minsi Trails Council Popcorn Sale

<i>Annual dollar revenue returned to scouting</i>	\$516,000
<i>Average sale per Scout</i>	\$250
<i>Average sale per unit</i>	\$3,350
<i>Average commission per unit</i>	\$1,240
<i>Average number of containers sold per unit</i>	190

*With the portion of the proceeds that the Council receives from the popcorn sale, we are able to provide: training and support to units, consistently lower camp fees compared to other councils, upgrades to camp facilities, insurance, registration and advancement tracking, council and district level events, professional staff support, and much more

Units will not make more money with other fundraisers

How much sales per unit by container needed to equal the commission on popcorn?

Cookies	1,550
Beef Sticks	2,480
Candy Bars	1,240
Camp Cards	496

A Turn Key Operation – Units Do Not Pay For

Scout order forms, prize and incentive programs, shipping of product to a local warehouse, handling of any excess inventory, online sale management and ordering, online training, council level support, scholarship program, and more. **There is no risk to units.**