

# Popcorn: What to do!

## Get Excited! This is all about you and what you can achieve!

1. Pick a goal / prize and circle it with a big black or blue sharpie marker.
  - You can pick something you would love to play with, or
  - Ask your parents to help determine how much \$ you need to cover the cost of your dues and then pick the prize that corresponds to that level of sales.  
(For example) Goal: I want to pay for my entire years' worth of dues through the sale of popcorn.  
Dues = \$200 and 25% of each popcorn sale goes to your dues. How much popcorn do I need to sell to cover my dues? 25% of what total popcorn sales will give me \$200?  
If  $X$  = total popcorn sales; and  $25\% = 0.25$ , then:  
$$0.25x = \$200 \quad \frac{0.25x}{0.25} = \frac{\$200}{0.25} \quad X = \$800$$
your goal is the prize the corresponds with \$800+
2. Keep that goal picture along with your popcorn sales sheet in the same sheet protector/envelope or staple it together. When someone agrees to buy popcorn, you can show them your prize you are working towards – everyone loves to help out when they can see what you are working towards – and they may decide to buy more just to help you get that tangible goal!

## Plan! It helps you accomplish your goals

3. Pick a day and time that you choose as your 'popcorn' times each week to go and sell. This will get you into the routine of selling and help you plan your week around school and other activities. Suggestions are:
  - Mondays an hour or two before Den/Pack meetings (you are already in your uniform)
  - At the Pack tabling events (sign ups required)
  - Saturday mornings / afternoons / evenings – whenever your parents walk the dog or exercise!
4. Break down your weekly activity to reach your goals
  - Look at your calendar and divide the sales goal into the number of days to sell.  
(For example) If you have a total of 10 days throughout popcorn sales period (10/4 – 11/10) to devote to selling popcorn, and you want to get a prize for \$200 in sales:  
\$200 sales divided by 10 days = \$20 in sales each day you sell (= apx. 1 bag of popcorn sold per day); or  
\$800 sales divided by 10 days = \$80 in sales each day you sell (the average sale per person = \$20, so you would just need to sell to 4 people every time you went out to sell)
  - Track your progress!! This is key – you need to adjust your goal each time you go out in order to stay on track for your goal.  
(For example) If after 5 days of my total 10 days of selling, I have \$300 in sales and my goal is \$800, then in the last 5 days my goal needs to be to sell \$100 per day.  
$$\$800 \text{ goal} - \$300 \text{ sales} = \$500 \text{ in sales to go to goal}$$
$$\$500 \text{ divided by } 5 \text{ more days} = \$100 \text{ per day or around } 5 \text{ sales per day (the average sale per person} = \$20; \$100 \text{ divided by } \$20 = 5 \text{ sales)}$$

**\*Tip:** Remember to account for your online sales in tracking to your goal!

# Popcorn: What to Say

## What to bring each time you go out:

A pen

A calculator

Your goal poster

Your sales sheet

## Where to go:

Start out with your neighbors and family friends – they know you and you can feel comfortable starting out with people who know you.

Brainstorm with your “40 Popcorn Leads” sheet

## What do say:

1. Introduce yourself and your relationship to the person you are selling to:

(Example in selling to neighbors, friends, acquaintances)

**Hi, my name is \_\_\_\_\_. I live in the neighborhood and am part of Cub Scout Pack 502 in Pineville. Would you like to help support me in Cub Scouts?**

- If “yes” -

**Thank you! I am selling popcorn and 25% of each sale goes directly to helping me pay my pack dues. Here is my goal and what I am working towards (show them the picture of your goal).**

- If they say “no” or they don’t like popcorn, etc –

**If you don’t want to purchase popcorn for yourself, you can support our military troops and send popcorn to them overseas.**

- Then show them the different options: Troop donation levels, pre-popped bags and microwaveable options.

2. *Collect money at the time of sale.* If they don’t have money then ask when a good time would be to come back. You can collect cash or checks (Checks made payable to Pack 502).

3. Tell them when to expect delivery of the popcorn: You will deliver the popcorn the week of 12/8

**\*Tip:** You can also bring your ipad or computer and send the person an email so they can use their credit/debit card and have the popcorn shipped directly to them or the person of their choice (for gifts).

Be sure you have your account set up on the web site before going out and have it logged into the online sales at [www.trails-end.com](http://www.trails-end.com)

- Go to [www.trails-end.com](http://www.trails-end.com) and set up your scout’s account and get his Scout ID. (Council: Mecklenburg County, District: Apache, Unit: Pack 0502 – Harrison United Methodist Church)
- Once the account is set up, a scout can customize emails to friends and family throughout the country to encourage sales to support his Cub Scout experience. Customers can click on a link within the email to buy popcorn and have it shipped directly to them.
- For every sale under that scout’s ID, the scout will get credit.
- All sales will be combined with traditional sales to determine prize levels for the scout.

**\*Tip:** Bring some cash / coins for change

# Popcorn: Role of the parent

These are teachable moments – supporting your scout and this training benefits him and you.

Your Scout will learn interpersonal and life skills like learning to better communicate, working together, following instructions, goal setting and learning the reward of accomplishment.

This is an opportunity for him to do new things, to develop new skills, discover new talents. Give him the space to fail and to succeed; he will learn from both.

1. Be a coach. Let the Scout do as much as he can, from setting the goal to figuring out how he wants to sell and who he wants to sell to.
2. Support from a distance – literally. Stand about 15 feet away and let him interact with folks. This will give him confidence that he can do it by himself.
3. If the person is paying in cash, let him do the math in figuring out how much change to give back. You be the banker – “holder of the cash”
4. Step in as you need to – to give occasional feedback on how to improve or when to take a break. Encourage and tell him he’s doing a good job. Avoid negatives “that was wrong”, “you should have done xyz” and instead suggest, “That was great! Next time think about saying xyz too”.
5. Help with mini-goals to keep him motivated – “if you reach that goal today you can get an extra scoop of ice cream for dessert”.

## Tips for Scouts

1. Be prepared.
  - Know what you are going to say
  - Read over the different types of popcorn on the sales sheet. What are the differences? Which ones are your favorites?
2. Look people in the eye when speaking
3. SMILE and Speak clearly and loud enough to be heard
4. If the customer does not want to buy popcorn, ask if they would consider donating popcorn to our troops?
5. Always thank the person when you leave – regardless if they buy from you or no

## Key Dates

8/1 – Online sales begin. Online and face-to-face sales both count toward the Scout Rewards program.

9/10 – Mecklenburg Council Popcorn Kick-off Tailgate Party

10/4 – In-Person / Face-to-face sales begin

10/27 – Scouts report sales to date at Pack Meeting

11/14 – Pack 502 Crunch Party (final sales turned in)

12/6 – Popcorn pick up for delivery to customers

Jan – Prize distribution to scouts

# Popcorn: Achievements and Prizes

In addition to Trail's End Prizes, the Scout can receive the following over the 6 week sales period (10/5 – 11/14)

Total Scout Sales \$ (over 6 weeks)	\$ that goes back to the Scout*	Sales goal / wk (over 6 weeks)	Total # of people to sell to (Avg sale = \$20 per person)	Prize / Incentive (in addition to Trail's End Prizes)
\$200	\$50	\$33	10 people (or 2 people per week for 6 weeks)	One of a kind fishing lure
\$400	\$100	\$66	20 people (or 3 people per week for 6 weeks)	Ticket to a Charlotte Hornet's Game
\$750	\$187.50	\$125	37 people (or 6 people per week for 6 weeks)	<ul style="list-style-type: none"> <li>• Become a member of "Fish Club" with cool patch</li> <li>• Receive a fishing rod and reel</li> <li>• Ticket to the 'guaranteed catch' fishing derby at Belk Scout Camp</li> </ul>
\$1,000	\$250	\$166	50 people (or 9 people per week for 6 weeks)	\$20 Darden Restaurant Gift Card redeemable at: Red Lobster, Longhorn Steakhouse, Olive Garden, or The Capital Grille
\$2,500	\$625	\$416	125 people (or 21 people per week for 6 weeks)	<ul style="list-style-type: none"> <li>• Choice of iPad Mini, Kindle Fire or \$150 Camp Scholarship</li> <li>• Enrollment in Trail's End Scholarship Program**.</li> </ul>
\$5,000	\$1250	\$833	250 people (or 42 people per week for 6 weeks)	Choice of iPad, Wii U, PS4 or Xbox

\*Money back to Scout is used to offset cost of their annual dues. Any \$ above and beyond that can be used (at parent's discretion) to offset cost of future dues, fund Scout Camp or donated back to Pack 502 for camp scholarships or other financial assistance programs.

\*\* Trail's End Scholarship Program: a college scholarship – Funded by Trail's End

Scouts who sell \$2500 or more (online, face-to-face or in combination) in any calendar year receive 6% of their total sales invested in their own college scholarship account. That is \$0.06 of every dollar they sell

- Scouts only need to hit the \$2,500 minimum one time to be enrolled in the program, thereafter there is no minimum sales needed for the 6% to be added to their account each year.
- Once Scouts are enrolled, 6% of their sales each year will be added to their account. The account earns 3% interest per year even if the scout decides not to sell.

## Achievements / Pins / Belt Loops

Some Achievements can be earned through Popcorn sales activity and vary based on the Scout's decision to participate in the online sales, Pack organized sales events and individual face-to-face sales. Please speak with your Den Leader to determine which Achievements can be earned through popcorn sales.