

2019 Parent Guide to Popcorn

Why your unit should sell popcorn?

The Northeast Iowa Council Product Sale is an important part of your Scouting experience. It provides necessary funding for the great programs you receive from your Unit and the Northeast Iowa Council. It is also an opportunity to reduce the cost of Scouting to your family by paying for camp, Scouting equipment, awards, registration fees, high adventures, pinewood derby cars, blue & golds, etc. Participating in the Popcorn Sale teaches valuable life lessons; responsibility, follow through, customer service, setting goals and working to achieve them, earning your own way, etc. As a parent, you have the opportunity to teach life lessons while accompanying your Scout on his/her entrepreneurial journey. The Prizes are great too!

Why should my Scout sell popcorn when our unit already has other fundraisers?

The proceeds from the annual popcorn sale are shared between your unit and the Northeast Iowa Council. The sale is a significant fundraiser for the Council and allows us to keep costs down for your Scout to attend camp and provide quality programs for over 2,300 local youth. So, your participation provides important funds for programs benefiting your Scout, whereas your Unit's fundraiser does not cover any Council Camp subsidies, program support, training for Scouters or maintaining a Council Trading Post. The popcorn sale also provides unique experiences in marketing, distribution, customer service and personal skills.

Does my Scout earn any money on the sale?

Each unit develops their own plan on how those funds are allotted. Most units set aside part of those funds to be used at the discretion of individual Scouts (for Scouting expenses) and the rest for use by the unit as a whole. Units cover program expenses like Scout advancements, derby prizes and cars, Blue & Gold event, den program expenses, camping fees, family events, etc. Ask your unit's Popcorn Chair how your unit divides the money and how it can be used.

Are sales areas assigned to individual units?

No, it's first-come-first-serve, so get out there early and often. Remember that even though a neighborhood has already been canvassed, there are still opportunities from people who were not home, or reorders.

Can parents help with the sale of items?

Yes! But don't lose sight of the goals of teaching your Scout entrepreneurial skills. Parents can be influential at their places of business and social groups. Work with your Scout to develop a plan on maximizing his/her sales while teaching him/her valuable skills.

TIPS to ASSIST YOUR SCOUT IN SELLING

Encourage your Scout to establish an independent achievable goal (Example: Selling 10% more than he sold last year should be achievable.) Be encouraging to continue on until he/she reaches their goal. Have him/her share his/her goal with the unit leader.

Help your Scout by making a list of the "Perfect 10" Customers:

- 10 sales to family and friends
- 10 sales to Mom's friends, work, clubs, etc.
- 10 sales to Dad's friends, work, clubs, etc.
- 10 sales to closest neighbors

That is your first 40 sales! Average of \$20 each or \$800 in less than a week!

Don't forget local banks, businesses, service clubs, etc.

Help your Scout use the online order form for those family members who live far away.

Remind those buying that popcorn can be used as gifts for teachers, co-workers, neighbors, babysitters, beauticians, relatives, etc.

When contacting your customers from last year ask them if they have any friends or family that have not been asked to purchase popcorn and would like to purchase this year to give you a call, you would be glad to take their order.

You can take an order form to work.

Remind your Scout to tell the customer his/her goal, what prize he/she is trying to reach, and what fun things the unit has planned. (Example to pay for camp, high adventure, etc.).

Remind your Scout that when asked, 4 out of 5 people will buy. Only 20% of consumers have been asked to purchase popcorn; 80% have never been asked.

Your Scout should always wear Class A uniform when selling popcorn.

All customer checks should be made out to your unit (never to the Scout or Parent).

Please remember the Scout Law. *A Scout is ... Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent*

Be cheerful! Reminder to **Always say "Please" and "Thank You" and SMILE!**