

# Popcorn sale – Pack 74's major fund-raiser

## Popcorn raises money for Pack 74's general fund . . .

The sale of popcorn represents a substantial income to the Pack, which receives 32% of all popcorn sold. If each Scout sells \$300 in popcorn, the Pack will receive \$96, the amount needed to cover a major portion of the Scouts' annual membership fee as well as budgeted needs of the Pack.

## . . . AND money for the council.

Approximately 35% of the sale price goes to the Simon Kenton Council to support Scout camps, special projects, leader training, administration, etc. Each year, parents are asked to support your Council with a donation to Friends of Scouting, as it costs Council about \$100 per Scout to operate the program. By encouraging your Scout to sell popcorn, you are making an effective donation to Council of 35% of what your Scout sells! (For example - Scout sells \$300 in popcorn; your investment in time nets Council about \$105).

## Important dates for the Fall 2007 popcorn sale

**Monday, Sept. 10** - Scouts will receive popcorn sales forms & selling information at the Pack meeting.

**Saturday, September 29** - Scouts may start selling popcorn. **DO NOT SELL BEFORE SEPT 29 !!**

**Saturday, September 29 through Sunday, November 11** - Sell as much as you can door to door; parents take forms to work; encourage small businesses to use popcorn for holiday gifts, etc.

**Sunday, November 11** - All Total Orders forms brought to Nikki Novak, Popcorn Kernel (451-0386). Please total your popcorn columns and double-check the results!

**Sunday, December 2** - Scouts pick up popcorn from your Den Leader.

**Scouts should finish delivering their popcorn by Sunday evening, December 16.**

**Monday, December 17** - all money is due for Scout's popcorn sale. You are asked to write a personal check for any amounts that have not yet been collected. Do not leave popcorn with a customer until it is paid for! Checks should be written to "Pack 74".

## Your financial commitment is essential to successful Pack operation.

- Parents are requested to support each Scout in selling a minimum of \$300 in popcorn; this minimum will provide the Pack and Council with the revenue required to support Scouting activities.

- **For those parents who do not care to have their Scouts selling door to door, or do not want to otherwise participate in popcorn sales, you may write a check to Pack 74 in the amount of \$90. This is the amount required for Pack budget equal to the popcorn sale Pack profit.**

- For Scouts selling less than \$300, parents will be asked to make up the difference. Example - a Scout sells \$100 (\$32 profit to the Pack) and parents write a check for \$58 to total \$90.

**Basic principle – A Scout pays his own way!**

# Show & Deliver - the key to high sales!

The optional Show & Deliver part of the sale allows you to take the popcorn with you as you sell. You deliver the popcorn as you go door to door, or parents take popcorn to work and deliver it as co-workers order it. Advantages include:

- Order, delivery & payment are accomplished in one trip - no going back multiple times to find someone at home!
- Having an example of the product with you lets the customer see the artwork on the package. Many customers upgrade to the Buckeye tin after seeing this collectible item, or, with the suggestion, will purchase items for Holiday gifts!
- You may purchase popcorn items (chocolate caramel crunch, caramel corn with almonds & pecans) and offer a sample to customers. Many customers will upgrade to the Buckeye tin after tasting! Offering samples will greatly increase your sales of the premium tins!

## Special bonuses for the 2007 popcorn sale

- **Scout fills a complete 25-line form** - receives a special commemorative patch, certificate, and OSU Hockey Ticket! Filling an entire form will result in an estimated \$300 in sales.
- **Scout sells \$1500** - receives \$ 50 gift card (Coleman's, Trail's End Games & Gadgets, Wal-Mart)
- **Scout sells \$2500** - qualifies for Trails End Scholarship program (once qualified - all future sales add money to scholarship)
- **Top 10 Selling Scouts in Simon Kenton Council** – Win “Buckeye Basketball Experience of a Lifetime” – Meet at Schottenstein Center for a tour, go to Buckeye Hall of Fame Café for dinner and games, then back to the Schott for a OSU Men's Basketball game!
  - **Sell \$500 and get invited to a pizza party.**
  - **Sell \$1000 and get \$50 in cash and invited to a pizza party.**

**All Scouts may earn prizes!** Since the Pack does not need to pay extra for prizes, every Scout is encouraged to set a prize goal and sell to that goal.

**Nikki Novak, Popcorn Kernel**  
**Phone 451-0386**

# Pack 74 Popcorn Sale

## Preparing to Sell - No order-taking before Saturday September 29!

- **Know the products - practice selling them to your family!**
  - 5-way & 3-way Tins are the best bargains - Chocolate Lovers, OSU or Decorator Tins.
  - The Chocolate Caramel Crunch and Gourmet Caramel Corn are like candy.
  - New products this year! 18 oz. Caramel Corn Light, and a military donation option.
  - The microwave popcorn is available in Regular, Light, or Kettle Corn, or 30 Pack.
  - Popcorn is sealed in bags inside the container. It stays fresh and makes great gifts.
- **Know where the money is going - practice this with your family also!**
  - 32% goes to Pack 74, to be used for Pack activities, awards, and supplies.
  - 35% goes to the local Simon Kenton Council to support local Scouting in Columbus.
- **Set your sales goal - Great new prizes!!**
  - Each scout is encouraged to sell at least \$300 in popcorn to avoid paying dues.
  - Fill a complete 25-line form - receive a special commemorative patch and certificate. (Filling an entire form will result in an estimated \$300 in sales!)
  - Sell \$1500 - receive \$ 50 gift card (Wal-Mart, Coleman's, Trail's End Games & Gadgets)
  - Sell \$2500 - qualify for Trails End Scholarship program (once qualified - all future sales add money to scholarship)
- **Select your sales area**
  - Sell on or near the street where you live - that is where you probably know the most people, and it is easiest to deliver after the sale.
  - If parents can take orders at work, ask your Popcorn Kernel for an extra order form.
  - Sell popcorn to businesses (doctor, lawyer, accountant) which may appreciate buying popcorn as holiday gifts for their employees or customers.
  - Don't forget relatives **and your own family!** Buy plenty to last all year.

## Selling Popcorn

- Wear your Class A uniform shirt, and dress neatly in clean clothes.
- You should be accompanied by an adult when out selling; don't forget to take a pen!
- Do your sales pitch (Practice with your family!)
  - "I am (name) with Pack 74, and we're raising money for Cub Scouts."
  - "May I show you our selection?" (hold the sheet so the customer can see it, then briefly describe each item).
  - With Show & Deliver, tell the customer that you can give them their popcorn TODAY!
  - With Take-Order, "You may pay for popcorn now or when we deliver, which will be after December 1."
  - "Popcorn also makes a great holiday gift!"
- Use separate order forms for Show N Deliver and Take Order, so you know how much of each type to get from the Pack later.

- Have the customer carefully PRINT name, address, and phone #. Show them where to enter the quantity.
- **THANK the customer for their order!** If someone says No, thank them for their time.

## Keeping Records

- **Where you have sold**
  - On a pad of paper, write each house number on the streets where you sell.
  - Next to that number, write YES if they have bought, and NO if they do not want to buy.
  - Go back to the Blanks (no answer) until you get a Yes or a No.
  - This method ensures that you will not pester neighbors.
- **Money**
  - All checks are to be made out to "Pack 74".
  - Checks and cash should be kept in the money envelope.
  - You are encouraged to keep the cash and write a personal check in the amount of the cash. This will save your Popcorn Kernel a lot of extra counting!
- **Sales Sheets**
  - Maintain separate order sheets for Show & Deliver and Take Order. This will help keep track of what popcorn you already have (or have delivered already) vs. what you still need from the Pack.
  - If you need extra order sheets, contact your Popcorn Kernel.
  - Keep your order sheets in a safe place. You'll need the Take Order form again in December to deliver your popcorn orders to your customers.
  - You need to add up the total containers of each product from each order sheet, and enter the total orders on the "Total Orders" sheet. Please double check your figures!
  - Turn in your Total Orders sheet to the Popcorn Kernel no later than Sunday November 11.

## **Picking up & Delivering Popcorn**

- Pickup day for Take Order popcorn is Sunday December 2 from your Den Leader. Volunteers are needed on Saturday Dec. 1 to pick-up and sort popcorn orders by Den.
- Deliver popcorn as soon as possible - your customers are waiting!
- Be sure to collect checks or cash for all popcorn delivered.
- All popcorn money is due to the Popcorn Kernel no later than Monday Dec 17.

**Any questions?.. Call your Popcorn Kernel**

**Nikki Novak 451-0386**