



2021 Popcorn Sale: Benefits of Selling

Hello Scout Parents! Whether you are brand new to Scouting and the annual popcorn sale, or you have participated in 1 or more fall sales, this resource will help answer some questions you may have received from other parents, or perhaps you yourself have doubts or concerns (or maybe you've written off popcorn altogether). Every year the popcorn sale is a vital component in the ability for the Bay-Lakes Council to serve youth throughout Eastern Wisconsin and the Upper Peninsula of Michigan.

Great way to earn money for your families Scouting adventure and tell the Scouting story to the public at the same time

You're not selling popcorn – you're selling Scouting! You are asking customers to give a donation to local Scouting (remember that your Scout and their unit receives a third of their sale, and our Council receives another third). Every purchase supports your Scout and the thousands of other Scouts throughout the council. **When you share your Scouting story, people want to support your fundraiser. They also buy popcorn when you let them know HOW your Scout is going to use the money—perhaps you are raising money for camp, a cool adventure, or a leadership training event.** Customers enjoy knowing that they are contributing to a tangible goal.

Popcorn will add fun and excitement to your Scouting's adventure!!

Popcorn sales can serve many functions for your Scout and their unit!

- 1) Popcorn funds could be used to offset the cost of the unit dues you pay so that it's not all "out of pocket" expense.
- 2) It can provide funds for extra adventures for your Scout and their pack/troop throughout the year (camp, special trips, events, training, etc.) This also makes joining your unit less cost-prohibitive to families that may be deciding between Scouting and another activity.
- 3) **A Scout is Thrifty!** Participating in the popcorn fundraiser can teach the Scouting principle of "paying your own way," the value of a hard work, and goal setting.
- 4) **A Scout is Helpful!** This year, it's especially critical to remember that many families experienced a loss of income due to the pandemic and the Popcorn funds may make the difference in their ability to continue in Scouting. While you might not need the extra funds, someone else in your unit might.

When you sell popcorn you are supporting your Scouting adventure, your Unit and the Bay-Lakes Council Scouting Family

Popcorn is the only fundraising event that supports the Scout, Unit and Council. Many of our units participate in other fundraisers that have become longstanding traditions that we do not want to replace.

But the annual popcorn sale ensures that Scouting can continue for our entire Council Family – including our Camp Properties – Camp Rokilio, Gardner Dam Scout Camp, Camp Hiawatha, Bear Paw Scout Camp, Jax Camp. If you attend one of our summer camps, you know this is where the Scouting handbook comes to life, and we couldn't make that happen without your support. **There is flexibility for you to choose which type of sale (Show & Sell / Take Order / Online) works best for your unit. Our historical data tells us that having products in hand and selling door to door or at store front locations, typically have the largest sales. This approach allows for instant delivery and eliminates a second stop to your end customer. All pre-ordered products are returnable at the end of the sale, except products containing chocolate.** With other fundraisers, such as candy, Meat Sticks, or catalog sales, you are often stuck with a bunch of leftover products at the end of your campaign. This is not the case with popcorn.

Popcorn is the perfect fundraiser for Scouts of all ages!

Who better to sell popcorn than older Scouts? They develop entrepreneurial skills (aka – hustle), ingenuity (as they often find more creative avenues than Cub Scouts), and they learn new things from each year's experience. Older Scouts also tend to be more goal driven and have more to pay for, including resident camp, Jamboree's, high adventure treks, and leadership trainings. All these costs can be offset or eliminated by popcorn sales. **As far as taking away sales from Cub Scouts, older Scouts not only have different connections and customers, but have access to a market that few Cub Scouts do...social media.** Scouts can sell via Facebook, Instagram, Twitter, or their platform of choice. If your older Scout sells online, Peconic River Popcorn has a customizable sales platform so that Scouts can share their individual sales link with their customers. Only 20% of people are asked to buy popcorn, so there are plenty of customers for everyone!

You might be surprised to learn that each year, the Bay Lakes Council raises enough funds in our annual popcorn sale for units and families to offset over \$1 million dollars in out of pocket expense! Selling Popcorn is a highly effective fundraiser with great visibility and support from communities.

Top 5 Skills your Scout will learn selling Scout Popcorn

- 1) Goal Setting Skills** – when your Scout sets his or her own goal, they are more likely to achieve it. And even if they don't achieve it, they will likely sell more if they are striving to reach a goal they set on their own.
- 2) Persuasion Skills** – Some people may think that Scout popcorn is a bit expensive, but we know, we aren't selling popcorn, we are selling Scouting Adventures. This is a great chance for your Scout to share their Scouting story with people and ask them to help.
- 3) Handling Rejection-** Yup, your Scouts will be turned down sometimes. They will knock on doors and be told no, they will be ignored at a show and sell. They will get a lot of practice handling rejection gracefully, which is not a bad skill to learn young.
- 4) Perseverance Skills-** Huge lesson in perseverance. If you don't get a sale at this house, you go on to the next. If this person leaving the store doesn't stop and buy, you just as the next. Being tenacious is important – in school, work and life.
- 5) Math Skills** – Oh, my! There are so many ways to practice math with the Popcorn Sale. Add up order totals, make change, calculate how much more they need to sell to make goal.