



PECATONICA RIVER POPCORN

7 GOOD REASONS SCOUTS BSA SHOULD SELL POPCORN

(It's not "just" for Cub Scouts.)

Scouts BSA Costs More Than Cub Scouts

The average nationwide cost of Scouts BSA Camp is around \$300 for an exciting, fun-filled week. With the other costs of equipment, transportation, uniforms, awards, other camping trips, registration, etc., any Scout could easily have the entire year paid for through popcorn sales.



2. Merit Badges!



There are requirements in at least 13 Merit Badges that can be completed using the popcorn sale.

For example, Eagle-required badges like **Personal Management** and **Communication** have requirements that can use the sale as well as **Public Speaking**.

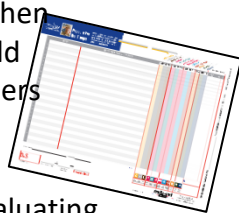
The **Salesmanship Merit Badge** can be completely done using the popcorn sale.

For example #5a: "Help your unit raise funds through sales of merchandise or of tickets to a Scout event." Or #3: Write and present a sales plan for a product or service and a sales territory assigned by your counselor.

American Business Merit Badge requirement #5: "Run a small business involving a product or service for at least three months. First find out the need for it. ... Keep records showing the costs, income, and profit or loss."

3. Scouts BSA Should Have a Customer Database

If a Scout sold popcorn as a Cub Scout, hopefully they have kept records of who was sold to on the Take Order forms. When the sale starts, the Scout should first return to previous customers and ask if they would like to re-order what they ordered last year or upgrade. When evaluating



fundraisers, look at the amount raised versus time spent. By returning to previous customers, the amount of return vs. time is extremely beneficial. In an interview with the top ten selling Scouts last year, all of them stated they started with their existing client base.

4. Scouts BSA Sell More than Cub Scouts

Often the perception is that popcorn is a "Cub" thing. Sure cute Tiger eyes sell popcorn. But the fact is, some of the top selling scouts in the Bay-Lakes Council are Scouts BSA. Why is this? With



experience and more maturity, a Scout takes more ownership of the sale. They better process what does and doesn't work and have years of practice. Scouts can also better articulate why they are fundraising, how they will use the funds and what they did last year with it.

Top sellers also contacted business who bought for their employees. And with a known customer base as in step 3, it's only natural that a Scout can greatly outsell a Cub Scout if they put their mind to it.

5. They May Be Really Good at It

If a Scout has been selling since a Tiger, there is plenty of practice! With their client database, they can raise some "easy" funds for their Scouting year.

6. Minimal Work for Troop Kernel A No Risk Sale

Council allows individual containers to be ordered for Take Order instead of having to order a case. Your Troop will not be stuck with leftover popcorn. It's a win-win for the Troop, your Kernel and the Scouts!

7. Other Ways for Scouts to Sell

a. Show-N-Sell for Emergency Services

In a twist on the above, collect money (with or without popcorn available) saying you'll purchase popcorn for a local **Police Department, Fire Station** or **EMT station**. (Maybe one right down the road?)

Name the station, have posters with pictures of their crew and deliver it as soon as possible when the popcorn is available. Take pictures of your Scouts delivering it (in uniform of course!) and use those for the following year! By doing so, the Scout is appealing to the public to support both Scouting and their local Emergency services.

b. Online Sales

Online selling has become more robust in recent years. A few moments at the home working on a well-produced video to friends and relatives results in good sales. Popcorn variety, packaging and delivery costs have been improved and are comparable to other online businesses. The Scout does not have to visit neighbors, stand in front of a store or deal with cash and delivery.

A Final Note

Even though your Troop might have another fundraiser, consider offering popcorn. Scouts should have as many opportunities to fund THEIR Scouting year. Popcorn is a **known** national fundraising product that supports Scouts.

It is easy for the Troop to offer and will be very beneficial for the Scout.

Register for Sell at:

www.baylakebsa.org/popcorn

Questions call contact Kallee Kissling

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