

# Popcorn and Candy Webinars and Pop-ins

The secret to a great Popcorn and Candy Sale is to have a great plan, great energy, and Scouts who are having a great time! To help you achieve this the Pennsylvania Dutch Council Popcorn and Candy Committee has put together a set of Webinars and Pop-ins to help you succeed! You can sign up for any or all of these webinars and pop-ins by going to <http://goo.gl/forms/bi7hpEY1cX>.

Webinars are open to Kernels, Unit Leaders, Committee Members, and Families

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## Are you a Brand New Popcorn and Candy Kernel?

If YES, THANK YOU for agreeing to this very important job for your unit. This year we are providing a BRAND NEW Webinar: **New Popcorn and Candy Kernel Fast Start** starting in July. This webinar will cover:

- What is my job?
- What is a Popcorn and Candy Sale?
- What does a good plan look like?
- How do I get started?

Sign up for one of these training sessions:

- July 7<sup>th</sup> at 7pm
- July 13<sup>th</sup> at 7pm
- July 30<sup>th</sup> at 6pm
- July 31<sup>st</sup> at Noon



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## How to Conduct a Successful Unit Kickoff

The Unit Kickoff is one of the most important elements of the Popcorn and Candy Sale! If you can communicate your plan and get your Scouts and parents excited about this year's sale, you will be able to achieve your unit goal, have fun, and have the best year of Scouting possible.

Sign up for one of these training sessions:

- July 30<sup>th</sup> at 7:30pm
- August 13<sup>th</sup> at Noon

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## How to Place My Order in the Sales Systems

No, it is not a typo, there are Sales "Systems" that each Popcorn and Candy Kernel needs to be familiar with. In this webinar we will show you how to place your order through Trail's End and then how to place your order with the Pennsylvania Dutch Council for Candy!

Sign up for one of these training sessions:

- August 5<sup>th</sup> directly following the Kickoff
- August 17<sup>th</sup> at 7pm
- August 26<sup>th</sup> at noon



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## Square Credit Card Sales

Want to grow your sale and get around the excuse of “I’m sorry, but I don’t have any cash?” The Square Credit Card Program is a great program available to your unit. Join us to find out how to best use the reader and to answer any questions that you might have!



Sign up for this training session:

- August 11<sup>th</sup> at noon

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## How to Conduct a Successful Show and Sell

Show and Sells are one of the most popular types of sales. This session will go over how to find the right place for your unit, how to schedule times, how to divide dollars, and how to display your product to maximize your time selling!

Sign up for this training session:

- August 24<sup>th</sup> at 7pm

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## Grow Your Sale with Online Orders

Selling to friends and family near and far is a great way to grow your sale. Learn about some of the exciting changes to the way the Online System works and how easy it is for your Scouts to sell.

Sign up for this training session:

- August 25<sup>th</sup> at noon

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## Pop-ins



This year we are going to try something a little different and we are calling it a **Pop-in**. The idea is that anyone can call or log in to a Pop-in to ask questions of members of the Popcorn and Candy Committee or share some of their best practices. These are going to be informal events, but we would still like for you to let us know whether you plan to participate! Two of our Pop-ins are going to be right before orders are due so anyone who has any last minute questions, or needs help can just log in and get the help they need.

Pop-in dates:

- August 26<sup>th</sup> 6 to 8pm
- September 15<sup>th</sup> 7pm
- September 30<sup>th</sup> 7pm
- October 12<sup>th</sup> 7pm
- October 21<sup>st</sup> 6 to 8pm



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