

Jumpin' Joes Jammin' Popcorn Sales Tips

Sign your unit up to sell; Units who sign up by June 1st will receive a special recognition. For every unit who signs up prior to June 1st they will receive a free case of Summer Roasted Popping Corn at the Show and Sell pickup, or if you unit is not doing Show and Sell, make arrangements with your DE or District Kernel to pick up your gift. If you are unsure who your Kernel will be for 2020, you can still commit, and then later change it to your new kernel. The commitment form is active and on the Council Website under Fall Fundraiser on the main page. Click on the blue button titled "Commit your unit to the Product Sale." All correspondence will be conducted with your Kernel of record, so if you do change your Kernel be sure to let us know.

Have a unit Kickoff; Kickoffs should be scheduled for one of the unit's first meetings in August or September. You will want to make sure your kickoff is both fun and informative. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc. Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the "per-Scout goal" is. *(They will be much more interested when they know this information.)* Get Scouts and families excited! Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want. Be sure to build it into your unit's program calendar during your yearly planning meeting.

The 80% ordering rule; Yes, the 80% rule is returning. We are willing to work with all units. If you make clear that a certain amount of your Show and Sell order is to fill orders that have been already taken (also known as Early Take Order) and what that amount is, we are happy to work with you to still get you enough popcorn for your show and sell campaign. Discuss it with your District Kernel or District Executive.

Unit Calendar; One main item that should come out of your summer unit program planning meeting is your unit calendar. Most units are very good at knowing when their main events will happen, camping trips, Pinewood Derby, Blue and Gold. Many units are good at figuring out when their Troop, Pack or Den meetings will happen. Unfortunately, a lot of units never build their product sales, whether it be Popcorn, Camp Cards or a myriad of unit money earning dates into that calendar.

Why is that important? If you are going camping that month you have probably just lost a weekend of Show and Sells. If you are camping and doing a service project that month you've just lost 2 weekends. Yes, camping and service projects are important. Units that don't put the outing in Scouting will not be strong, but funding your unit is also necessary. The most successful units around the country plan very few activities during their product sales. This enables them to concentrate on the sale while it is going on, giving them greater success, which provides greater opportunities for activities throughout the year. So, just be sure when putting your calendar together to include your fundraising dates and don't be afraid to make them important. To help you with this we have posted the calendar for the 2020 sale on the council website, in Forms under Fall Fundraiser Whenever you can offer a great program without always going to your families for money that is a good thing, and both your Scouts and their families will appreciate it.