

YOUR FUN-RAISER KICK-OFF

A great sale starts with a great fun-raiser kickoff! Follow these simple steps to start your popcorn and nut sale with a BANG and motivate your Scouts, parents and other volunteers.

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the product sale. Scouts will leave ready to earn their way selling delicious popcorn and nuts!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting kickoff! No need to try and take it all on yourself. After all, you should have fun too.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. Reiterate that it can all be paid through selling **POPCORN & NUTS!**
4. **Review the Forms.** Show Scouts the forms they will be using in detail so they understand how to use them to promote the products and capture the orders.
5. **That is Yummy.** Review the items on the order forms. Familiarize the Scouts with the product and answer any questions they may have. If available, have samples for them to try.
6. **Build their Profile.** Set up each Scout in PECATONICARIVERPOPCORN.com, then have them register and create a profile at PRPOPCORN.com.
7. **Ready to Sell!** Have the Scouts add the Pecatonica River Popcorn application to a phone, tablet or computer.
8. **Sharing is Caring.** Explain how they can share their My PR Popcorn profile link with friends, family and through social media.
9. **Cover What is Critical.** Spend some time explaining the different ways to sell, key dates for the fundraiser and "Show and Sell" locations.
10. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
11. **What are We Selling?** Prepare them to share with the customer what Scouting means to them. Anyone can sell popcorn and nuts. Remind them that they are selling their Scouting experience.
12. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be part of the action. They love a good pie to the face of their Unit Leader!



A Scouting Tradition for over 35 years...



PECATONICA RIVER POPCORN