

Popcorn Training Script
Updated last on 7/4/18

Welcome and Introductions

“Welcome to my fellow popcorn enthusiasts! My name is _____. I am a volunteer DISTRICT/UNIT POPCORN KERNEL with _____ DISTRICT/UNIT, and I’m one of several people whose job it is to support you and your unit’s popcorn sale.” *Have Training Facilitators Introduce themselves.*

Vision

Thank you all for being here as we begin our 2018 popcorn sale. It is our vision to offer popcorn as the premier funding option for all our Packs, Troops, Crews, and Posts. This popcorn sale is designed to be the most effective and efficient fundraiser from a labor and time standpoint so that our units can spend the maximum amount of time on our top priority – delivering the highest quality program for our youth! Our popcorn facilitators and I promise we’ll go through the information you need to make your sale a successful one, answer any questions you may have to the best of our ability, and get you all out of here in a timely manner.

We are all here for the same reason – we work hard to offer our youth the best possible Scouting program and as many great opportunities to make a positive impact on their lives. There are several elements that are necessary to achieve this goal, including committed volunteers and families, FUN, a planned program, and, not least of which, funding. A good Scouting program requires funding; planning your program and setting your funding goal at the same time will help to concentrate your funding plan into a manageable time and effort block.

Why Popcorn

Our popcorn sale offers your unit's leadership and families the best bang for your buck with relatively low risk. With over \$450,000 in commission distributed to participating units annually, the popcorn sale is the biggest funding stream for our units in Seneca Waterways Council. And about the same amount of money is used responsibly by our Seneca Waterways Council to subsidize camp, recruitment materials, program supports, trainings, etc. to help all our units in providing the highest quality program.

Units find a strong network of support through the popcorn sale from District-level volunteers, successful units who share best practices, and a committed Council volunteer/professional staff. With the support network and a known, concise time in which the popcorn sale operates, units can target their funding efforts at one goal with great benefits.

In this training, we will discuss the basics of our popcorn sale, the products and prizes, the commission structure, methods of selling, motivating your parents and Scouts, logistics and mechanics of the sale, and, most important of all, how popcorn is a key element to your unit implementing the highest quality program for your youth!

Popcorn Product List

First, the POPCORN. As you remember, we are selling Scouting – popcorn is our vehicle. And we have 14 great products options to choose from for 2018. Because Seneca Waterways Councils units experienced another year's increase in their overall sales, we have retained all the products from last year's sale. Additionally, the pricing structure remains unchanged from 2016.

The whole product mix is laid out on page 4 of the leader's guide. We have 8 tin products with a container as beautiful on the outside as the popcorn is delicious on the inside. We have the 5 Way Chocolatey Treasures Tin, 3 Way Premium Tin, 3 Way Cheesy Cheese Tin, Mauve Variety Tin, Supreme Caramel Crunch, Chocolatey Drizzled Caramel with Nuts, Mauve Sea Salt Tin, and the Caramel Corn. We have 3 microwave bagged options with the Movie Theatre Extra Butter, Extra Butter Roasted Summer Corn, and the Sweet and Salty Kettle Corn. Last but certainly not least, we have exceptional unique product options with our Classic Trail Mix, Mauve Popping Corn Jar, and Military Donations to send popcorn to our military personnel.

Commission Structure

Based on feedback, the commission structure will remain unchanged from last year's campaign. The base commission will start at 30%. By attending a district training (which you are all currently doing) you pick up an extra 1%. Send at least 2 representatives to the August 12th launch event in August (with one attending the popcorn breakout and the other attending the membership session) you will pick up 2% more. The bonus commission is where, with a little extra effort and planning, all units can maximize their earning potential. If you grow your sale 25% or more over last year, you get an additional 3%. If you have a 50% increase or more, that bonus moves up to 5% for a maximum commission of 38%. **IMPORTANT NOTE:** Regardless of your sales percentage, units that are late in submitting their payment are subject to a 5% reduction in total commission.

Now we wanted our newly selling units to get in on the action too, so if they sell \$1,000 or more, they will earn an

additional 3% commission.

Prize Program

The prize program for 2018 offers your unit some of the best motivators for your Scouts as they fund their adventures. Details can be found on pages 5, 6, and 15 of the leader's guide. The key things here are that at every level, there is something that will motivate all Scouts.

High Achiever Prizes

- \$600 Sellers: Helix Sling
- Sell \$3000+ and pick between a fully stocked camping package or 5% of your total sales in American Express Gift Cheques
- Rockets: Every Scout who does fill an order form will get an awesome Estes rocket. If they fill up 2 order forms, they get the first rocket and they will get another 22" rocket. Scouts who fill up 3 order forms will get the first 2 rockets and get this massive rocket.

And to make it even better, we are going to have a special Blast Day at camp for these Scouts at Camp Cutler on April 27, 2019. They will get their flight credentials and the rocket engines and will get to launch their rockets.

Show and Sell, Take Order, Take and Deliver

- Safety

Safety first! Always make sure Scouts are accompanied by appropriate adult supervision, selling stops before dark, and Scouts NEVER go inside a residence, even when invited. There are safety guidelines available online at

campmaster.org. Make sure your Scouts wear their uniform when out and about selling!

- Show and Sell Overview

Your Unit's Show and Sell popcorn can now be sold in two different fashions: Storefront and Door to Door. Take Order Popcorn will, of course, still be sold for those customers who don't mind the wait!

- Show and Sell: Storefront

In the Show and Sell: Storefront phase of the sale, set up in front of a friendly store and give customers the ability to purchase and carry away popcorn on the same day. Schedule your show and sells at frequently visited locations in your community. Of course, make sure to gain prior approval from these locations and build friendly relationships.

In addition, your Scouts can work together as a team during the show and sell. Some Scouts are more outgoing, others better at math, some may set up a unique and fun display! All of course have that essential "cute factor." Who would deny a Scout asking if "you would support me in Cub Scouts be ordering some deeeeeeeeeeeelicious popcorn?"

- Show and Sell: Door to Door

In the Show and Sell: Door to Door phase of the sale, have your Scouts cart the product in their little red wagon and allow customers to have instant exchange of supporting Scouting for the delicious popcorn they purchased. If you take 5 Scouts and put them in front of Walmart for an hour

and then take the same 5 Scouts and have them sell door to door in a neighborhood with product on hand, they will consistently sell more in that hour door to door. This can be accomplished with an organized plan and a healthy dose of family involvement.

Remember, you can return up to 20% of what you order for Show & Sell, but they are only allowed before October 22nd. These returns must be in full, unopened cases. Because of the volume of sales we deal with at the Council, we have to be strict on this, so make sure to mark your calendars!

- Take Order

In the Take Order phase of the Sale, your Scouts will take orders for products, often with payment, with the promise to deliver product by the Thanksgiving timeframe. Remember - A Scout is Trustworthy in this promise. The take-order sale should start with last-year's order forms. If you don't have them from last year, don't make that mistake for this year. Hold on to them because the best customer is a return customer.

Door to door is the best way to do these sales. Reiterate with your Scouts, the product they are really selling is Scouting. They buy it from you because they want to help you have a great experience in Scouts.

Some Scouts (and some parents) are afraid of rejection. This is natural, but one of the best things about the popcorn sale is that it helps our Scouts learn about goal setting and persistence. A good way to take the sting out of a rejection is to tell them to keep track of every time a customer says "no thanks". For every 20 No's they get to reach into the

grab-bag (dollar-store trinkets) and pull out a prize. Every time they knock on a door, they win! Finally, make sure parents know that being supportive, encouraging, and engaged with their Scout makes a huge difference in the outcome of the sale.

- Online Sales

Online sales offer Scouts to gain support from family and friends that live far away. Because of how the online sales process works, your unit receives a credit for online purchases and commission structure is different in part because of direct-shipping costs. All online sales do count towards prizes, but please note that Unit leaders need to combine the online sales with traditional sales to calculate total prizes for those Scouts who participate. It doesn't automatically calculate.

Motivating Your Parents and Scouts

When you speak to and motivate your unit, you have two messages to carry with you: one for the youth and one for the adults. For our youth, motivating factors will be the prize structure (both offered through the council and your unit) and a script (to build up confidence in the Scout so that he or she can achieve what you knew they could all along). For our adults, there is a far simpler, yet meaningful message, our popcorn campaign not only funds your Scout's adventures: it develops your Scout as he or she comes out of their shell and flourishes in a new bold way.

Overarching ways you can engage and motivate your Scouts and families:

- Explain the purpose of your sale

- Share how this sale will help your youth develop confidence and interpersonal skills
- How the Popcorn Sale funds the majority or entirety of your unit's program for the year
- Share what your popcorn money buys (rank patches, overnights, camping trips, new equipment, etc.)

More specific ways you can motivate your Scouts and families to popcorn success:

- Kickoff

The best place to convey these messages is at your unit's popcorn kickoff. What makes for a great kickoff? The purpose is to motivate and energize your Scouts, so be enthusiastic and make it fun! Also, you've got to make sure parents have all the information they need to support their Scout. Don't be afraid to put the overall unit goal out there for everyone to see and be sure to tell them what kinds of awesome things those funds will help the unit accomplish. Get into detail on the prize program and add some of your own unit-level prizes (think pie-in-the-face, etc.) Share important dates like any scheduled neighborhood blitz-days or show-and-sells as well as when completed order forms must be turned-in to the unit. On this, build in several days or a week to allow you enough time to compile everything and double or triple-check your numbers before ordering. You'll also want to have each Scout set a goal after hearing all about the sale. One good way to do this is have them pick out the prize they most want. A great kickoff is so important that we will be giving you a full demo of what a unit level kickoff should look, smell, taste, and feel like at our council membership and popcorn kickoff August 12th at the Burgundy Basin from 1-4PM. You won't want to miss it.

Campmaster popcorn knows how important a kickoff is, so they host a national kickoff contest with prizes to the best units in the country in the categories of SPECIAL ROOM SETUP, TRAINING, AND FUN.

1. Empower Your Scouts and Volunteers

At and after the Kickoff, make sure to empower your Scouts, families, and volunteers through their sale. All scouts, especially shy ones, can practice their sale pitches through role play with other Scouts and with their families. Provide them with scripts to rehearse and watch as their confidence grows in their own abilities! Once families see the personal development of their Scouts, the families will be even more empowered to help their Scouts' efforts.

As the Scout's confidence grows, work with the Scout and his or her family to set a goal on how much popcorn that Scout should strive to sell. Units create these goals by factoring A) the overall goal of the unit, B) what prizes does the Scout want to earn, C) what has the Scout sold in the past, and D) most important of all, what programs and activities does the Scout want to do this year and in the future. By setting the Scout's sights on short term and long-term goals for his or her own program experience, they will motivate themselves personally to sell.

Share with families that they should: **Remember 70% of this annual popcorn sale goes to Scouting. Where else can you find a fundraiser that can deliver such a benefit to a program you love?**

2. Goals and Prizes

Goal setting is a very important skill taught through the annual popcorn sale. Whether it is a fully funded summer

camp trip, a special prize, or the drive to be the top seller in the council, each Seller can set her or his goal to achieve with the family and unit's help. Make sure to share prizes offered through Camp Masters, Seneca Waterways Council, and your unit with your Sellers so that they can decide what goal they are aiming for from the beginning of the sale.

3. Victory Celebration

Holding a Victory Celebration for a job well done through your popcorn sale at the Pack/Troop/Crew/Post meeting soon after the end of the sale will give your unit the opportunity to recognize the hard work of your youth and volunteers while setting the tone for next year's sale. At the Victory Celebration, you can hand out prizes, make good on campaign promises (like a pie in the face), and explain how the proceeds from the sale allow your unit to afford the awesome program you still have ahead of you for the year.

Logistics and Mechanics of the Sale

The popcorn ordering system - to get your account set-up, you must submit your popcorn commitment form. If you don't have one yet, Chris Crittenden at the office will set up your account and send you the login id and temporary password. Accounts don't roll over from one year to the next, so this is the only way to activate your account for the 2018 sale

To access the ordering system, you click on the green box in the bottom left.

That will bring you to this screen where you will have to choose Seneca Waterways Council and then enter your

username and password.

From here you have a bunch of choices, but the main ones you need to be concerned with are <http://campmasters.org/> Client Reports which lets you view online popcorn sales, Scout product take orders, which lets you view previous year's orders and monitor orders for this year and view your balance due to Council, and product listing, which shows you what products are available, containers per case, and costs.

Remember to get your orders in by the due date. this is important as we are trying to coordinate orders from well over 100 different units. Once you are in the system, if you make a mistake, **DO NOT ENTER A SECOND ORDER.** Contact Christine Crittenden (her information is also in the leader's guide on page 2. She will work with you to fix the issue.

Also, we must reiterate this because this is really important to remember, Show and sell items are ordered in Cases, Take Order items are ordered in containers. Over the years we have occasionally had people mistakenly order between 10 and 12 times what they intended because they thought they were ordering containers.

- Business Card Resource

Share Business Card Resource

- Where to Get Help

If you find yourself stuck and in need of help, have no fear!

You are not alone in this popcorn sale. Your District Popcorn Kernels represent your first line of support for the vast majority of questions. From online orders to prize program ideas to general best practices, our District Popcorn Kernels are there to support you all. You can find your District Popcorn Kernel listed at

<https://www.senecawaterways.org/popcorn>. District Executives support our District Popcorn Kernels as Professional Staff through Seneca Waterways Council. Your unit leader will likely know who your District Executive is; if not you can find them at

<https://www.senecawaterways.org/council-contacts>.

Jonathan Ziehl and Michael Catalano oversee the entire council's popcorn sale and facilitate the decision-making process for the sale. In addition to this formal support system, please converse with your fellow popcorn kernels, both past and present, here, at roundtable, at our council kickoff, and any other time! The internet is also a great place to find new ideas and converse with other popcorn kernels here and across the country. Last, but certainly not least, Chris Crittenden is the professional support staff for our popcorn sale and she is a wealth of knowledge and extremely helpful. Specifically, she will be able to assist you with the following topics:

- 1) Password reset/Login Information
- 2) Problems after placing an order for prizes and popcorn
- 3) Billing Questions
- 4) Returns for Show and Sell Credit

For all other questions, start with your District Popcorn Kernel and Unit Popcorn Kernel Network!

Remember to have representatives at the popcorn kickoff

event in August, and let's make a great program happen powered by popcorn. Are there any questions?

Dates to Remember

Start Date	Start Time	Subject
8/12/2018	1:00 PM	Council Membership and Popcorn Launch
8/12/2018	12:00 AM	Popcorn Sale Starts
8/23/2018	11:00 PM	Show and Sell Orders Due
9/8/2018	8:30 AM	Show and Sell Distribution
10/22/2018	5:00 PM	Show and Sell Returns Due
10/30/2018	5:00 PM	Take Order and Prize Orders Due
11/2/2018	5:00 PM	Show and Sell Payment Due
11/16/2018	8:30 AM	Take Order Distribution
12/7/2018	5:00 PM	Take Order Payment Due