

# POPCORN SALE CHECKLIST

- Register for the popcorn sale at [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)
  - Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
  - Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
  - Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting".
  - Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
  - Calculate the amount of popcorn you need to sell to meet your budget need:
    - $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$
  - Break the goal down to an individual Scout (family) goal.
    - $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$
  - Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
  - Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
    - Make it a fun event; have food, snacks, games, door prizes, etc.
    - Do a virtual kickoff with games and online prizes
  - Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
  - Create a communication plan developed to reach all Scouting families.
    - Highlight all the program activities the unit is planning on participating in.
    - Information on the sales goal per Scout so there are "no out of pocket expenses".
    - Best method of communication; email, phone calls, social media, video chats, etc.
    - How often you can plan to send out communication pieces.
    - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
  - Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
  - Direct Scout families to [www.trails-end.com](http://www.trails-end.com) for additional information about online selling and additional selling tips.
    - Text APP to 62771 to download the Trail's End App.
  - Encourage all Scouts to also go door-to-door with a parent.
    - Two out of three customers will buy when asked.
    - Set up a sale territory for the Scouts.
    - Less than 20% of all households have been asked to purchase popcorn.
    - Have a parent(s) take the Trail's End App or order form to work.
  - Secure your storefront location(s) several weeks in advance (if applicable).
    - Set up schedule for Scouts to sign up for shifts through the Trail's End App.
    - One Scout per two-hour block is ideal.
    - Remember the rules of two deep leadership.
  - Coordinate assistance to pick up popcorn at designated warehouse.
  - Distribute popcorn to Scouts, and ensure deliveries are made to customers.
  - Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
  - Pay council invoice(s).
  - Have a post-sale victory celebration.
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