Getting Family Buy-In

Advise and Tips

Popcorn University
August 2020
SUPPORT SCOUTING
BUY POPCORN!

Trail’s End
America’s Best Popcorn
What are we selling?

Popcorn

Scouting Experience
For Community

- Support local scouting
- Upkeep on scout camps
- Afterschool programs
- Camperships
- Keeps scouting affordable
- Donation to American Heroes
Helps Your Scout

- Become decision makers
- Learn money management
- Become goal setters
- Develop business ethics
- Become future entrepreneurs
- Learn people skills
- Learn how to be part of something bigger
- Value of hard work
- How to help others
Communication

Key to Parental Support
Unit Plan and Goals

- Unit plan
  - Scouting Experience for that year
  - Calendar of Activities and Events for the Year

- Annual Budget
  - Share what the Scouting Experience costs
  - Explain that the Fundraiser pays for that experience

- Goals for the sale
  - Per Scout Sales Goal
  - Unit Sales Goal
Commitment

How much time?

- $80-100 per hour sales average
- $650 goal = 6-7 hours
- Time spread out over 4 weeks/5 Saturdays
Incentives

- What does it pay for?
  - Registration Fee
  - Outings
  - Camp Fees
  - Advancements

- Scout Prizes & Recognition
  - Trails End Prizes
  - Council Prizes
  - Unit Prizes

- Parent Incentives
  - Celebrate and Recognize the Parents
Training

“We don't rise to the level of our expectations; we fall to the level of our training.” - James Clear

- Different Selling Types
  - Online
  - Wagon Sales
  - Wagon Sales-Order
  - Storefronts

- Trails-End App
  - Download App at Training
  - Sign up for Scout Account
  - Demonstrate how to use App
  - Instruction Sheets
Responsibility

- **Product Pick Up**
  - When
  - Where
  - How much
  - How often
- **Product Return**
  - When
  - Condition of product
- **Product Delivery**
  - Must deliver and collect
- **Financial Obligations**
  - Responsible for payments
- **Teamwork**
Questions?

Carmen Stoen

Email
Carmen.Stoen@gmail.com