

# 8 Good Reasons Boy Scouts Should Sell Popcorn

(It's not "just" for Cub Scouts.)

## 1. Boy Scouts Costs More Than Cub Scouts

The average nationwide cost of Boy Scout Camp is around \$300 for an exciting, fun-filled week. With the other costs of equipment, transportation, uniforms, awards, other camping trips, registration, etc., any Scout could easily have the entire year paid for through popcorn sales.



## 2. Merit Badges!



There are requirements in at least 13 Merit Badges that can be completed using the popcorn sale.

For example, Eagle-required badges like **Personal Management** and **Communication** have requirements that can use the sale as well as **Public Speaking**.

The **Salesmanship Merit Badge** can be completely done using the popcorn sale.

For example #5a: "Help your unit raise funds through sales of merchandise or of tickets to a Scout event." Or #3: Write and present a sales plan for a product or service and a sales territory assigned by your counselor.

**American Business Merit Badge** requirement #5: "Run a small business involving a product or service for at least three months. First find out the need for it. ... Keep records showing the costs, income, and profit or loss."

## 3. Boy Scouts Should Have a Customer Database

If a Boy Scout sold popcorn as a Cub Scout, hopefully he's kept records of who he's sold to on his Take Order forms. When the sale starts, he first return to his pervious customers and ask if they would like to re-order what they ordered last year or upgrade to another flavor. He can also tell his customers what he did



with that money he earned last year.

When evaluating fundraisers, look at the amount raised versus time spent. By returning to previous customers, the amount of return vs. time is extremely beneficial. In an interview with the top ten selling Scouts last year, all of them stated they started with their existing client base.

## 4. Boy Scouts Sell More than Cub Scouts

Often the perception is that popcorn is a "Cub" thing.

Sure cute Tiger eyes sell popcorn. But the fact is, the top selling scouts in the Atlanta Area Council in 2014

were all teenage Boy Scouts. Why is this? With experience and more maturity, a Boy Scout takes more ownership of the sale. They better process what does and doesn't work and have years of practice. Boy Scouts can also better articulate why they are fundraising, how they will use the funds and what they did last year with it.

Top sellers also contacted business who bought for their employees. And with a known customer base as in step 3, it's only natural that a Boy Scouts can greatly outsell a Cub Scout if they put their mind to it.

## 5. They May Be Really Good at It

If a Scout has been selling since a Tiger, he's had 5 years of practice. With their client database, they can raise some "easy" funds for their Scouting year.

## 6. Can Still Make Money for College

If the Scout ever earned enough for the Scholarship Fund, then the more he sells, the more he'll have for college. Continue to offer this revenue stream for your Scouts' education.



## 7. Minimal Work for Troop Kernel

Council allows individual bags or tins to be ordered for Take Order instead of having to order the whole box. Your Troop will not be stuck with leftover popcorn this year. It's a win-win for the Troop, your Kernel and the Scouts!

## 8. Two Easy Ways for Boy Scouts to Sell

### a. "No" Show-N-Sell

This is a store-front "Show N Sell" with no popcorn. With proper signage and good communications skills, Boy Scouts ask customers to purchase the Military popcorn or collect donations to be applied to it.

Pros:

- No popcorn to deal with
- Any amount can be collected
- Still counts toward all prize incentives
- Council is funded
- Minimum equipment: table, good looking and easy to read signs explaining the sale and goals, lock-box.
- Everyone wants to help the military ... and Scouts.

We recommend this type of sale for Boy Scouts (instead of Cub Scouts) since more explanation is required.



### b. Show-N-Sell for Emergency Services

In a twist on the above, collect money (with or without popcorn available) saying you'll purchase popcorn for a local **Police Department, Fire Station** or **EMT station**. (Maybe one right down the road?)

Name the station, have posters with pictures of their crew and deliver it as soon as possible when the popcorn is available. Take pictures of your Scouts delivering it (in uniform of course!) and use those for the following year! By doing so, the Scout is appealing to the public to support both Scouting and their local Emergency services.

### c. Online Sales

Online selling has become more robust in recent years. Popcorn variety, packaging and delivery costs have been improved and are comparable to other online businesses. The Scout does not have to visit neighbors, stand in front of a store or deal with cash and delivery. A few moments in the home working on a well-crafted letter to friends and relatives (or maybe even creating a video!) results in good sales.



### A Final Note

Even though your Troop might have another fundraiser, consider offering popcorn. Scouts should have as many opportunities to fund THEIR Scouting year. Popcorn is a **known** national fundraising product that supports Scouts. It is easy for the Troop to offer and will be very beneficial for the Scout.