



Steps to Follow

If this is your first popcorn sale or if it's your tenth, this step-by-step plan will help you organize and manage your unit's sale to maximize profits. Try not to skip any of these steps; they all contribute to a highly successful sale. **If you make the sale a fun and exciting event, your scouts and families will be motivated to work harder to fund their "Ideal Year of Scouting."**

1. Plan an annual program for your unit.
2. Use the Sample Pack/Troop Budget to develop a budget to fund the annual program plan. The Sample Pack/Troop Budget packet was given out at the program kick-offs in August. Now you know what your unit's popcorn goal should be.
3. With the packet, determine the amount of popcorn each Scout must sell to fund your unit's annual program plan – your goal needs to be a realistic goal that will cover the financial expectations of your Pack/Troop activities. This is their popcorn sale goal. You must emphasize this goal at your unit's popcorn kick-off. Research has shown that units that give Scouts a sale goal do much better than ones that just send the Scouts out to sell with no expectation. Parents need to know how much they have to sell to help their pack or troop.
4. Attend a council popcorn kick-off in September to get all of the latest information and materials.
5. Develop your unit's popcorn sale calendar using the material you receive at the popcorn kick-off. Remember, if something is due at the council service center on a particular date, you need to schedule your corresponding action early enough to meet the council deadline. For example, if popcorn orders are due at the council service center by noon, on Friday, November 6, 2009, You need to collect order forms from all of your Scouts several days before then so you can compile your unit order.
6. Plan your own unit's popcorn kick-off to be held prior to September 25, 2009. Use the agenda in the popcorn kick-off packet as a guide. Be sure to make it an exciting event where all Scouts and parents will be present. You need parent support to make the sale a success. Emphasize to them the benefits to them and their sons. Successful units have door prizes, provide food or snacks, add their own incentive plan that might include prizes, or a special celebration. **Would someone be willing to shave off a mustache or get pies in their face if your unit met their sale goal?** Some units have done it! Don't forget to keep reminding them of each Scout's popcorn sale goal. Review the incentive plan with everyone.
7. Give every Scout at least two order forms and one of the **"Scout Incentive"** sheets that were included in your kick-off packet.

8. During troop and den meetings in October, keep reminding Scouts to sell more popcorn and what the incentives are if they hit sale levels. Have them bring their order forms to meetings so you can see if they are actually selling. Keep talking about their sale goal and what the results will be if they meet their goal.
9. Collect order forms from all of your Scouts 2-3 days prior to Friday, November 6, 2009. That will give you time to consolidate the unit's popcorn order and to track down the stragglers.
10. Mail, hand deliver, or fax your Unit Order Form Summary and Master Records to the council service center. **They must be received at the service center by noon, Friday, November 6, 2009.** If you are mailing it, plan on putting it in the mail by Monday, November 2. **Send both your Unit Order Form Summary and your Unit Master Records.** The Unit Master Records are used to print popcorn certificates. Keep a copy of the forms for your records.
11. Organize a team of vehicles to pick-up your popcorn order on Wednesday, November 19. When you arrive at your district's popcorn distribution site, carefully count the popcorn you are taking to ensure it matches what is on the receipt form you must sign. **Once you receipt for that popcorn you are accountable for it! Any discrepancies after that point are your responsibility.**
12. Schedule a popcorn distribution meeting for your unit on the evening of Wednesday, November 18. You want your Scouts to start delivering the popcorn right away. Give the Scouts their order forms back. Have the Scout's parent inventory the popcorn they are taking to ensure they have the right amount and have them sign a Scout Product Receipt form. **Once they have signed for the popcorn, they are accountable for it.**
13. Several days before Friday, December 18 collect all the money from your Scouts. The Unit Invoice you received with your popcorn should tell you how much money is due to the Sagamore Council. Once the money has been collected from your Scouts deposit the money into your unit's bank account and write one check for the amount that is due. If your payment is received at the council service center, in the form on one check and your unit has fulfilled the other requirements, by Friday, December 18, your unit will earn a 6% bonus commission. The bonus can be deposited into your unit account at the council service center or it can be sent to the unit as a check.
14. Popcorn certificate letters will be distributed at district roundtables in January.
15. Distribute the popcorn certificate letters to your Scouts as soon as possible in January. Popcorn certificates can only be used by the Scouts who earned them. Neither units nor leaders may use them.
16. One of the most important things you must do is recognize your top selling Scouts. At pack or troop meetings, parent meetings, and den meetings, Scouts that met their goal should be recognized for their accomplishments.