

# Parents Guide to Popcorn



## WHY SELL POPCORN and BATTERIES?

The Hawkeye Area Council Product Sale is an important part of your Scouting experience. It provides necessary funding for the great programs you receive from your Unit and the Hawkeye Area Council. It is also an opportunity to reduce the cost of Scouting to your family by paying for camp, Scouting equipment and high adventures while teaching valuable life lessons; responsibility, follow through, customer service, setting goals and working to achieve them, earning your own way, etc. The Prizes are great too!

### Q. Why should my Scout sell popcorn when our unit already has other fundraisers?

A. The proceeds from the annual popcorn sale are shared between your unit and Hawkeye Area Council. The sale is a significant fundraiser for the Council and is used to provide camps and other programs. So your participation provides important funds for programs benefiting your Scout, whereas your Unit's fundraiser does not cover any Council programs. The popcorn sale also provides unique experience in marketing, distribution, customer service and personal skills.

### Q. Does my Scout earn any money on the sale?

About half of the proceeds are retained by the unit. Each Unit develops their own plan on how those funds are allotted. Most Units set aside part of those funds as "Scout Bucks" to be used at the discretion of individual Scouts (for Scouting expenses) and the rest for use by the Unit as a whole. Ask your Unit's Popcorn Chairperson how your Unit divides the money and how it can be used.

### Q. Can parents help with the sale of items?

A. Yes! but don't lose sight of the goals of teaching your son entrepreneurial skills. Parents can often help be influential at their places of business and social groups. Work with your son to develop a plan on maximizing his sales while teaching him valuable skills.

## TIPS to ASSIST YOUR SCOUT IN SELLING

- Encourage your Scout to establish an independent achievable goal. (I.E. Selling 10% more than he sold last year should be achievable.) **Be encouraging to not stop until he reaches it.** Have him share it with his unit leader.
- Help him make a list of prospective customers. Don't forget to go back to last year's customers: friends, neighbors and relatives.
- Don't forget local banks, businesses, service clubs, etc.
- Help him use the online email order form.
- Remind those buying that popcorn can be used as gifts for teachers, co-workers, neighbors, babysitters & relatives
- Contact your customers from last year & ask them if they have any friends who would like to support Scouting by purchasing popcorn.
- You can take an order form to work.
- Remind him to take two pens with him, a calculator, and his business cards. Business cards should have his first name (only) and unit # listed on them.
- Have them **tell the customer what his goal is or that of his unit. Ex. To pay for camp, high adventure, etc.**
- Use the Product Sale Entrepreneurial Tools on the Council Website.  
[www.hawkeyebsa.org](http://www.hawkeyebsa.org)
- Share your skills of customer service, sales, and communication skills with him. Please remember the Scout Law.
- The biggest reason people don't buy, is that they are not asked. **The more people he ask, the more the will sell.**
- He should always wear his Class A uniform.
- Be cheerful! **Remind him to ALWAYS say "PLEASE" and "THANK YOU" and SMILE!**

## Remind your Scout to STAY SAFE

- Have him sell with another Scout and go with them.
- Remind him to never go in anyone's house or apartment.



### Q. Are sales/marketing areas assigned to individual units?

A. No, it's first-come-first-serve, so get out there early and often. Remember that even though a neighborhood has already been canvassed, there are still opportunities from people who were not home, or especially reorders later in the sale after the initial order has been gobbled up!

### Q. Can we sell if our associated Unit (our Pack or Troop) sells?

A. Absolutely! We hear it all the time, that the Troop doesn't sell because our Pack is selling. That isn't a good philosophy! Even though the other unit is selling, YOUR unit still knows other people who love popcorn! You may consider dividing an area for door-to-door sales if you want to maintain good relations with your other unit, but you also have your own families, co-workers and friends to consider. Packs and Troops have different aged boys, and thereby have different family and friends.

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**Q. How can you help your Unit have the most successful sale?**

- A. Communicate weekly with your Product Sale Leadership Team about your sales inventory and sales so that they can manage the product that is not sold, and make sure the Unit is on track for meeting their sales goal so that your Scout can have a successful Scouting program.
- . **Popcorn/Interstate Batteries Orders, Returns & Prize Choices need to be turned in to your Unit by the date specified by your unit** so your Unit Product Sale Team has time to tabulate your entire Unit's sales and prizes.
- . Please be **helpful, kind and courteous** in assisting them.
- . If you are late, you hold up your entire Units prize order or risk not getting your prizes.
- . Please be responsible in checking out Popcorn and Batteries. Units can only return a specific amount of product and are financially responsible for anything over that amount. This Unit fundraiser is for the purpose of providing your Scout with a fun and exciting Scouting experience, recognition items and quality programs.  
**You are an important part of your Unit and Council Product Sale Team.**
- . **Your unit is counting on your family to sell what you check out.**
- . Volunteer to help your Unit sort popcorn, run sales stands, etc.
- . Don't be afraid to ask your leaders questions if you're unsure...if they don't have the answer, they can definitely find it.

**Q. When will Bonus Prizes be available?**

- A. Bonus Prizes will be available in January. Please check the Council website for availability. [www.hawkeyebsa.org](http://www.hawkeyebsa.org)

**FAQ's**

**Q. Who should checks be made out to?**

- A. Please make checks out to your individual unit.



**Q. How do Scouts select prizes?**

- A. Scouts should report their prize choice per the directions of your Popcorn Chairman. Unit leaders have a deadline that has to be met for ordering prizes. If you are not on time you run the risk of holding up your entire unit from receiving prizes.

**Q. Does my Scout get a prize from every level, or just the top level he sells from?**

- A. Scouts are able to select a single prize from the highest level corresponding to their total sales or a combination of prizes from lower levels which also would need to correspond to their total sales. (Example: Johnny sold \$5,000 worth of popcorn so he may select A.) one prize from the \$5,000 level **OR** B) one prize from the \$4,000 level and one from the \$1,000 level **OR** two prizes from the \$500 level, one from the \$1,000 and one from the \$3,000...or any combination of lower levels which would equal a total of \$5,000.  
Bonus prizes are in addition to any other prizes.

**Q. We're doing show and sell, but sometimes we run out of popcorn and people would like to pay in advance. Are we able to take money even if we don't hand them the popcorn right then?**

- A. Yes, however you would need to make certain your Scout is filling out the business card and leaving it with the person who paid. This is to ensure the patron is able to contact the Scout office in the unfortunate event the patron doesn't receive his/her popcorn.

**SALE DATES:**

**Sale Begins -Thursday, September 22nd**

- **The Unit Product Sale Team will pick up popcorn, batteries and sales information. Scouts may start selling on this day. Check with your Unit Sales Team on when you will get your product & information.**

**Scout Sale Ends - \_\_\_\_\_ (To be determined by your Unit) Be sure to ask for this date.**

**Take Order Product Delivery Details**

- **The Unit Product Sale Teams will pick up your product orders on Friday, December 9th.**
- **Take Order Scouts, please plan on delivering your popcorn no later than Sunday, December 18th.**