

Go Nuts for Scouting with a Poppin' Good Sale: Ideas and Resources



BOY SCOUTS OF AMERICA®
HAWK MOUNTAIN COUNCIL



2021 Hawk Mountain Council Ideas & Resources

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A Scouting Tradition for over 35 years...

PECONICA RIVER POPCORN®



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Fundraising & Coronavirus

We are dedicated to the safety of our Scouts, Leaders, families, and customers. As you prepare for the Product Sale, please operate in accordance with any restrictions outlined by the state and local health departments. Be sure to check the Council website for updates, too.

Show & Sell Guidelines

- ◇ Anyone exposed to the Coronavirus should find an alternate person to take their place at the sale.
- ◇ No more than 4 Scouts and 2 adults at any single selling location.
- ◇ Wash hands often for a minimum of 20 seconds.
- ◇ Clean surfaces frequently with a disinfectant wipe.
- ◇ Use hand sanitizer regularly, especially after a customer transaction.
- ◇ Assign one individual to handle all money transactions.
- ◇ Post signs to inform customers.
- ◇ Maintain social distance from customers and other booth participants.
- ◇ Laminate a take order form or two so that they can be viewed by customers and disinfected.

67% of people will buy when asked. Less than 30% of the public is asked.



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Product Sale Kick-Off Checklist

- ◇ Generate enthusiasm for the sale!
- ◇ Explain to parents and Scouts why the Unit is selling popcorn & share the Unit goal by dollars, customers, and items sold.
- ◇ Emphasize 100% Scout participation and explain how the proceeds from the sale help everyone in the Unit.
- ◇ Talk about the products.
- ◇ Define the sales methods: Show & Sell, Show & Deliver, Take Order, and Online selling. Encourage Scouts to sell online at prpopcornstore.com or to share the link whitleysfundraising.com for online nut sales.
- ◇ Demonstrate good sales techniques (see page 6). Allow all Scouts to practice courteous sales techniques.
- ◇ Engage Scouts by asking them to complete the following statement:
I'm feeling _____ to sell popcorn & nuts because I want to _____! Example: I'm excited to sell popcorn & nuts because I want to attend the Council Jubilee!
- ◇ Review safety rules and the buddy system.
- ◇ Distribute paperwork with dates and sale particulars.
- ◇ Motivate Scouts to set goals for their sales.
- ◇ Announce special incentives, prize options, and Pecatonica River Winner's Circle prizes for top sellers. The Pecatonica River Winner's Circle is for sales of **popcorn only**.
- ◇ Offer Unit level prizes (may be purchased in the Council store).
- ◇ Sign families up for Show & Sells.



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Sales Methods

Show & Sell

This technique involves setting up a product display in a high traffic area, such as a local store, sports event, community fair, charter partner, etc. Get creative with locations! Buyers pay on the spot and leave with their purchase.

Show & Deliver

This method combines Show & Sell and Take Order. Scouts go door to door with product and Take Order forms. If the product is available, the purchaser pays and is given their product. If the purchaser would like an item that is not on hand, they place an order, which is delivered at a future time. This is a very successful sales method.

Take Order

The Take Order Form is shared with family, neighbors, co-workers, friends at church, etc. Money is collected when the order is placed. Products are delivered at a future date.

Online Sales

Scouts may set up an account at www.prpopcornstore.com. This is a good method for reaching family and friends that live out of the area. Product is paid for online and shipped directly to the purchaser. Consumers can order popcorn online at prpopcornstore.com and nuts at whitleysfundraising.com.

Sample Sales Script

- ◇ Hi, my name is _____ (first name only).
- ◇ I'm a Scout with Pack (or Troop, Crew, Lab)_____.
- ◇ We're selling popcorn and nuts to raise money for Scouting adventures.
- ◇ You can help us by trying some of our INCREDIBLY DELICIOUS POPCORN & NUTS!
- ◇ You will support us, won't you?

Have the Scouts practice until they do not have to think about what they are going to say.



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Sales Techniques & Tips

- ◇ Wear your Scout uniform properly and tuck in your shirt.
- ◇ SMILE!
- ◇ Speak clearly & loudly.
- ◇ Approach everyone.
- ◇ Ask for the sale.
- ◇ Create a “pitch” that includes what you are selling and why you are selling it. Focus on selling Scouting!
- ◇ Make eye contact.
- ◇ At Show & Sells - display the product nicely and stand in front of the display or table.
- ◇ Know the products and the prices!
- ◇ Use the buddy system and follow safety rules.
- ◇ Say thank you to everyone.
- ◇ Count change in front of your customer.
- ◇ Follow the Scout Law!

Potential Customers:

- | | |
|---------------------|--|
| ◇ Parents | ◇ Teachers |
| ◇ Grandparents | ◇ Coaches |
| ◇ Neighbors | ◇ Last Year's Customers |
| ◇ Religious Friends | ◇ Relatives (Aunts, Uncles, Brothers, Sisters) |
| ◇ Area Businesses | ◇ Parent's Co-Workers |

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Boost Your Sales!

Our Units are privileged to sell at many different locations. We must respect any rules that the host sets for us and leave the area where we sell better than we found it. Remember to say thank you to the host of the Show & Sell. Thank you suggestions include: a card signed by the Scouts, some product, or a patch. If possible, encourage the selling Scouts to say “thank you” in person before they leave the Show & Sell.

Consider using different methods to reach your supporters: posters, letters, phone calls, and social media. Social media use can increase fundraising totals by as much as 40%. If possible, place ads about the sale and include unit contact information or upcoming Show & Sell locations.

Design business cards for your Scouts that include contact information and their online purchase information. Spread the word about your sale early and often throughout the sale. Many people who buy early will finish their product and may want to purchase more. Encourage your Scouts to sell popcorn online at prpopcornstore.com and to share the link whitleysfundraising.com for online nut sales.



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Overcoming Objections

I cannot eat popcorn....

That is okay. You can still support us and the military by buying popcorn that will be donated. Popcorn and nuts also make great gifts. Which one would you like?

Popcorn is not healthy....

Many snack foods can have lots of fat, but many of our products have less than half the calories of potato or corn chips. Plus popcorn is high in fiber. Which one would you like?

The price is too high....

You are right. The price is about the same as buying popcorn at the movies. However 70% of the proceeds go back to local Scouting, so you can feel good about buying the product and helping your local community. Which one works best for you?

We already bought popcorn....

Great and thank you! After trying the product, many of my customers find that they would like to send some to family, friends or to military troops. Who would you like to send popcorn to?

I do not have any cash on me....

That is not a problem; we take all major debit/credit cards. Which item would you like to try?

I am allergic to nuts....

I am sorry to hear that. I have a relative/friend that has a similar issue. They help me out by placing an order for our military troops. What product would you like to donate?

I do not support the Boy Scouts....

Thank you very much for listening to me. Have a good day.



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Path to Advancement!

Cub Scout Advancement Opportunities



TIGERS



Curiosity, Intrigue
and Magical
Mysteries

Create a secret code to use during your
Popcorn Sale (Req. 3)



Stories in Shapes

Create an art piece advertising your
Popcorn Sale (Req. 3)



Tiger Tales

Create your own Tall Tale about your
Popcorn Sale (Req. 2)



WOLVES



Howling at the
Moon

Pick one of the four forms of
communication (Req. 1) and create a
Popcorn Skit (Req. 2)



Paws on the Path

Tell what the Buddy System is and why
you need to use it during your Popcorn
Sale (Req. 2)



BEARS



Baloo the Builder

Select and build one useful and one fun
project for your Popcorn Sale (Req. 3)



WEBELOS



Art Explosion

Create a Popcorn Sale poster (Req. 3f)
or a T-shirt or hat (Req. 3g) for display at
your Show 'n' Sell



Build It

Create and build a carpentry project to
advertise your Popcorn Sale (Req. 2)
List all the tools you used to build it
(Req. 3)
Check which ones you've used for the
first time



Movie Making

Create a story about your Popcorn Sale
and do ALL requirements for Movie
Making (Req. 1-3)

Merit Badge Opportunities



Art

For requirements 5a – Produce a Popcorn
Sale poster for display.



Communication

For requirement 2b – Make a Popcorn
Sales presentation to your counselor.
For requirement 6 – Show your counselor
how you would teach others to sell Popcorn.



Digital
Technology

For requirements 6d – Create a report on
what you and your troop can do with the
funds earned from selling Popcorn.



Graphic Arts

For requirements 3 and 4 – Design a
poster for use during the Popcorn Sale, and
follow the various steps described for ONE
of the printing methods to produce copies of
the poster.



Journalism

For requirement 3d – Create a 200 word
article about your Troop's Popcorn Sale.



Movie Making

For requirement 2 – Create a storyboard
and video designed to show how to sell
popcorn.



Personal
Management

For requirements 8, 9 – Define your
Popcorn Sales Goal. Create a plan, and make
a calendar for how you will achieve your goal
with all your other activities.



Photography

For requirement 5a, b, f – Take
photographs of popcorn, Scouts selling
popcorn, and other activities related to the
sale. Then, arrange the prints with captions
to tell a story of the sale. (Req. 7)



Plant Science

Use educational materials to show how
popcorn hybrids are grown and processed.
(Requirements 8a and 8b-Corn Option)



Public Speaking

For requirement 2 – Prepare and give a
speech to your troop describing the benefits
of the Popcorn Sale to the troop.



Salesmanship

All requirements for this merit badge may
be completed through the Popcorn Sale.



Truck
Transportation

For requirement 8 – Assume you are shipping
500 pounds of popcorn.



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Pecatonica River Winner's Circle

In addition to the prizes through Keller Marketing, Pecatonica River offers Winner's Circle Prizes for Scouts that sell \$2,500 or more of popcorn! Nuts **do not** count toward the Winner's Circle prizes.

★ **SELL \$2,500**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$2,500 SOLD



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**40" SMARTCAST
TV**



**NINTENDO
SWITCH LITE**



**AMAZON FIRE
10" TABLET**



ZIP LINE



**ELECTRIC
SCOOTER**



**QUADCOPTER
DRONE**



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Accepting Credit Cards

Fundraising is easier when you are able to process credit cards during your sale. This information will help you obtain and setup an account for your unit with one of the mobile swipe credit card processors (PayAnywhere, Square, Paypal, etc.) Use any processor you wish for fundraisers. Most of them have the same basic features: accept all credit cards, no monthly fees, no setup fees, quick availability of funds, merchant web portal, and reporting. Some specifics will be different so determine what is important for your unit and choose wisely. You can also ask your unit leadership or Charter Partner – someone may already be experienced with one of these processors – you will still need to create an account but you will have the benefit of their personal experience with the processor. The sign-up process is similar, but each processor will have their own specific instructions. Be sure to follow their directions.

- Start the sign-up process at least 2 weeks before your first sale, the sooner the better.
- Have or create a generic email account for your unit for this purpose (i.e.: pack123sales@gmail.com). **DO NOT USE YOUR PERSONAL EMAIL ACCOUNT.**
- Gather all financial information needed from your Charter Partner. For tax purposes you want this credit card processing account associated only with your Charter Partner (especially if they are non-profit).
 - Charter Partner address/phone
 - Charter Partner EIN
 - Charter Partner 501c3 info (if applicable)
 - Unit bank account information (routing & account numbers)
- When setting up the processing account, it needs to be tied to your Charter Partner and your unit's bank account – do not use your personal account information. It is much harder to change the account from a personal one to the Charter Partner after the initial setup, so do it correctly from the beginning.
- When adding your unit's bank account, you will need to verify (method varies by processor) that you actually "own" the account you are adding. This takes time.
- If your processor has a reduced pricing structure for non-profit organizations make sure to submit any required documentation and get your unit on the lower fee rate.
- Some processors allow for multiple sub-user accounts – this allows you to track who is processing what transactions and at which sales.
- When shopping for a processor, look over their web portal, setup procedure on the mobile devices, fees (if any) for swipe readers, tech support procedures and responsiveness, and compatibility with your unit's mobile devices.

NOTE: Traditionally the mobile swipe readers attach via your mobile device's headphone jack. Newer iPhone models no longer have a headphone jack so make sure your processor has a solution for this, such as an adapter. Otherwise, you will need to limit what devices can be used at your sale locations.

- Have extra swipe readers on hand – check your processor for costs for extra readers.
- There should be no cost to setup an account with the processor, however, you will be charged a percentage fee and possibly a per transaction fee for each sale. It is still worth setting up to take credit card sales – your overall sales will increase.



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Accepting Credit Cards Page 2

- After registering with your processor, you will receive your swipe device. Your next step is to test it with a full transaction to ensure you know how it works, see the transaction in your processor's portal, and finally deposited into your unit's bank account.
- Learn how to handle reversing transactions and provide that information for your leaders/adults at the sales. Hopefully this will not be needed, but we are Scouts and should Be Prepared.
- Your new credit card account can be used year-round for anything requiring payment to your unit, not just this fundraiser – it is up to your unit.

How does accepting credit cards work using one of these devices?

- Follow the instructions to install the processor's mobile app on your mobile device.
- Your responsibility is to make these instructions available to your unit leaders/adults who will be using the CC devices – make sure you know what types of mobile devices your adults are using before the sale and have them install the app before they show up for the sale.
- Process the credit cards at the sale.
- It is always cheaper (lower fee percentage) for an actual swipe/chip read instead of entering the number via keypad. Make sure your instructions include practice time swiping and what to do if a card doesn't swipe right away. Some common troubleshooting includes:
 - If using headphone jack, volume needs to be at max level.
 - Solid connection in the headphone jack – remove cell phone case if necessary.
 - Ensure mag stripe is intact on back and they are swiping through the reader correctly.
 - Speed up or slow down their swipe motion and/or swipe the other direction.
- Make sure the apps are configured correctly. These apps are used for all types of businesses to allow for collecting tax, limiting signature requirements, etc. For fundraisers, you do not charge sales tax, but for most other options available by your processor you need to make unit decisions on how to handle.
- Some processors allow for "inventory" items to be selected for sales. Decide whether you want to track inventory or just require a "total sale" value to be processed. If you go with the inventory option, you will need to enter inventory items prior to the sale and add those instructions for your adults to follow.
- Instruct your adults to not hand over their phone for the purchaser to sign – have them hold the phone for the purchaser to sign – no one wants a broken phone due to an accidental drop (especially if the case has been removed for the reader to work).

After the fundraiser sale

- Login to the processor portal & verify sales – each processor will have reports to view the transactions.
- Most processors will deposit your funds into your unit's bank account the next business day. There may be a delay of one to two business days for weekend sales.
- If you run multiple sales concurrently, having sub-user accounts for the processor will help in reconciling which transactions were for which sale location – if that is important to you.



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Whitley's Online Instructions

ONLINE FUNDRAISING: **HOW IT WORKS**

WHITLEYSFUNDRAISING.COM

1. Registration is not required.
2. Share the site with your family and friends, asking them to shop for their favorite Whitley's products to support Scouting.
3. Ask them to select your council and unit from the drop down menus in the check out section of the site.
4. Type in scouts name to receive credit.



Shipping Information

You have 1 product(s) in your cart.

Note: * Indicates a required field

Choose Organization to Receive Credit

* Region:

Virginia *

* Organization/Council Name:

Heart of Virginia Council *

* Unit/Other:

Park 100 *

* Participant's Name

Or type in N/A if you do not have a participant:

Johnny Smith

5. Check in with your unit to get updates on how you are doing.



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Notes