

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



BOY SCOUTS OF AMERICA®
HAWK MOUNTAIN COUNCIL



2023 Hawk Mountain Council Ideas & Resources

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A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®



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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. Talk with your Scouts about safe selling practices. Be sure to check the Council website for updates, too.

Safety Guidelines for Selling

- ◇ When selling in your neighborhood, always have an adult or a buddy with you.
- ◇ Never enter a stranger's house without an adult partner.
- ◇ Keep checks and cash in a separate envelope.
- ◇ Always walk on the sidewalk when possible and use crosswalks. Follow traffic signs and rules when walking or biking. Make sure an adult partner helps you cross the street.
- ◇ Do not sell at night.

Show & Sell Guidelines

- ◇ 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.
- ◇ Laminate a take order form or two so that they can be viewed by customers and disinfected.
- ◇ Stay near your product and out of areas where there may be traffic.



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Product Sale Kick-Off Checklist

- ◇ Generate enthusiasm for the sale!
- ◇ Explain to parents and Scouts why the Unit is participating in the sale & 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. Sample the popcorn.
- ◇ Define the sales methods: Show & Sell, Show & Deliver, Take Order, and Online selling. Encourage Scouts to sell online at prpopcornstore.com.
- ◇ 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 summer camp at Hawk Mountain Scout Reservation!
- ◇ 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).
- ◇ Register families for Show & Sell participation.



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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.

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 |

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



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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, door hangers, 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.

For Take Order customers, a personalized thank you note from the Scout is a nice touch. If possible, include information about the Scout’s use of monies raised (i.e.: Suzy is going to camp with the money earned during the sale this year).

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.



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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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Pecatonica River Winner's Circle

In addition to the prizes through Keller Marketing, Pecatonica River offers Winner's Circle Prizes for Scouts that sell \$3,000 or more of popcorn! Nuts **do not** count toward the Winner's Circle prizes.

WINNER'S CIRCLE

★ **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

Prizes subject to availability



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**32" SMARTCAST
TV**



AIRPODS



**AMAZON FIRE
10" TABLET**



LASER TAG



**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 makes 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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Military Donation Receipt

Thank You
for your donation.

70% of your purchase goes to local Council.
Pecatonica River Popcorn works with military approved organizations to ship popcorn to the U.S. Troops, their families and veterans organizations around the world.

MILITARY DONATION RECEIPT

Name: _____

Date: _____

Donation Amount: _____



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Pecatonica River Popcorn

The military donation receipt can also be downloaded as a pdf from the Pecatonica River website. Log in and then click on Helpful Tips at the bottom of the page. Other resources are available in the Helpful Tips section, too.