

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





2024 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.
- ◇ Keep your personal information confidential - such as last name, address, and phone number.
- ◇ Be courteous!

**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 participating in the sale and 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.prcpopcornstore.com](http://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!
- ◇ Laminate a take order form to share with customers.
- ◇ Use the buddy system and follow safety rules.
- ◇ For Show & Sells, arrive on time and keep your area neat.
- ◇ Say thank you to everyone.
- ◇ Count change in front of your customer.
- ◇ Follow the Scout Law!

Potential Customers:

- | | |
|---------------------|------------------------------------|
| ◇ Parents | ◇ Aunts, Uncles, Brothers, Sisters |
| ◇ Grandparents | ◇ Coaches |
| ◇ Neighbors | ◇ Teachers |
| ◇ Religious Friends | ◇ Last Year’s Customers |
| ◇ 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, 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 for 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 set up their profiles on My PR Popcorn and 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 or nuts to 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	 \$200 AMC GIFT CARD
 AIRPODS	 AMAZON FIRE 10" TABLET	 42" SMARTCAST TV
 ELECTRIC SCOOTER	 QUADCOPTER DRONE	



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Cash Handling Best Practices

Before the Sale:

- Designate a trustworthy person as the cash handler.
- Ensure cash handler has a secure money box and starting cash of various denominations.
- Have a take order forms or a sales log to track transactions.

During the Sale:

- Record all sales immediately.
- Keep cash organized by denomination in the money box.
- Periodically remove excess cash from the money box and store it in a secure location.
- Stay vigilant and aware of your surroundings.
- Always count cash in a secure location, away from public view.
- Avoid leaving the cash box unattended.
- Limit the number of people handling cash.
- Do not openly discuss cash amounts in public.
- If accepting checks, verify the identity of the person & ensure details are filled out correctly.
- For credit/debit card transactions, use secure and trusted processing methods.

End of Day Procedures:

- Count the total cash in a secure location with another person present.
- Reconcile the total cash with the sales log or take order forms.
- Store the cash safely until it can be deposited in the bank or delivered to the unit treasurer.
- Do not reimburse anyone from the cash on hand. Gather receipts for any expenses and deliver them to the unit treasurer to be reimbursed.
- Record any discrepancies and report them to the unit treasurer immediately.
- Ensure all cash handling equipment (money box, sales logs, etc.) is secured and ready for future use.

General Tips:

- Be polite and courteous to customers. Follow the Scout Law.
- Encourage the use of electronic payments to reduce the amount of cash handled.
- Review and follow all organizational policies regarding cash handling.
- Provide training for volunteers on these best practices to ensure consistency and security.

By following these best practices, you ensure smooth & secure cash handling during your sale.



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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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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.



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Notes

