



# Cub Scout Pack 72

2021

Popcorn Fundraiser

Kick-Off





# Scouting Program Cost

**Cost of Scouting - \$400/Scout per Year**

**\$150 – from Annual Dues**

**\$250 – from Annual Popcorn Fundraiser**

**Pack 72 keeps 33% of every \$1 of Trails-End  
Popcorn sold**

**Recommended Scout Fundraising Goal = \$750**





# Annual Popcorn Fundraiser

## Annual Trails-End Popcorn Sales Fundraiser

- ~ 8 weeks – mid-September – early November
- 2021 Sale starts 9/18 and goes through 11/6 (12/31 for online sales)
- Zoom Kick-Off with system overview on Wed 9/15 @ 7 pm
- Scouts already in Trails-End – login and set this years goal – can start online sales now!
- New Scouts – we will gather emails and send “invitations” to set up





# Fundraising Helps Kids!

**During Fundraising, Scouts learn Valuable Skills!**

- 1. To Earn Their Own Way**
- 2. Public Speaking and Math Skills**
- 3. Salesmanship and Perseverance**
- 4. The Value of Hard Work**
- 5. To Help Others Around Them**
- 6. To Be Part of Something Bigger**





# Ways to Sell

Trails-End has provided a simple, user-friendly app, both for web and mobile device selling. Using this app, you can sell one of three ways:

1. **Online only – set up selling page and email to friends/family and post links on social media**
  - **Videos and pictures help!**
2. **Storefront Sales**
3. **Traditional Take Order Door-to-Door Sales**
4. **Online Direct**





# Storefront Sales Locations

1. Harris Teeter
2. Dunkin Donuts
3. Lowe's
4. Bagel Bin
5. Birkdale
6. Food Lion
7. Rack Room
8. Cashions

- Sample Storefront

**You can sign up for shifts now!**





# Tools of the Trade

1. Take Order Form
2. Popcorn Menu
3. Storefront Poster *(Scouts Create Their Own!)*
4. Credit Cards Accepted! *(With or Without Square Readers)*
5. Door Hangers





# Rules of the Road

1. Scouts Should Always Be Selling in Class A's
2. Have a Buddy (or Adult) Along







# Scouts Earn Prizes!

- 1. Special Pack Prize for every Scout that Sells \$250+**
- 2. Earn Points for Every Sale –**
  - 1 point for every \$1 Cash Sales**
  - 1.5 Points for every \$1 in Online or Credit Card Sales**
- 3. Points earn Amazon Gift Cards (see order form)**
- 4. Special Prizes from Council for \$1500+ Sellers**





# Big Sellers

Let's hear from some of our Big Sellers!

- Levi Sedell
- Reed Weisbrod





# Next Steps

**Set up Trails-End Fundraising Page**

**Set your goal**

**Send links to your friends and family**

**Sign up for Storefront Shifts** *(Let us know if new Scouts would like to come along with an experienced Scout to “learn the ropes”)*

**Come to Zoom Kick-Off on Wed 9/15 @ 7 pm** *(see calendar for details)*





# Zoom Kick-Off - Agenda

- Popcorn Committee Into / Contact Info
- Popcorn Inventory
- App Walk-Through (via web)
- Training
- Rewards Points
- Storefront Sales
- Wagon/Take Order Sales
- Online Direct
- Payment Methods
- Popcorn Pick-Up/Proceeds Turn In





# Popcorn Committee

- **Popcorn Committee**
  - **Outgoing Lead – Misty Weisbrod (703-625-6427)**
  - **New Lead – Bob Cericola (803-315-0012)**
  - **Hayley Sedell**
  - **Eileen Starman**

Email: [popcorn@pack.scouts72.org](mailto:popcorn@pack.scouts72.org)





# Popcorn Inventory

- Limited amount of initial inventory, mostly held for storefront sales
- Location: Weisbrod House (16401 Barcica, Cornelius)
- Need to coordinate with Misty to get inventory for storefront sales each week
- Must be assigned to Scout or to Storefront to sell as “delivered”
- Will order more weekly as needed for take order sales or storefronts





# App Walk Through

- **Dashboard**
- **Manage Page**
- **Training**
- **Wagon Sales (Take Order or With Inventory)**
- **Storefront**
- **Online**
- **Rewards**





# Training

- Training Videos on Scout Page
  - Practice Your Speech
  - 3 Simple Steps for Success
  - etc.
- Other Valuable Resources
  - App Quick Start Guide
  - How to Sell







# Rewards - Points

- Cash Sales – 1 point for each \$1 sold
- Online Sales – 1.5 points for each \$ sold
- Credit Card Sales – 1.5 points for each \$ sold





# Storefront Sales

- Sign up for shifts on App – default is one scout/shift
  - *New Scouts – Contact Misty if you are interested in tagging along with experienced Scout for 1<sup>st</sup> storefront*
- App will default to “Storefront” but **sell as wagon sale during shifts** (inv is assigned to Scout not to the storefront unless multiple scouts)
- Set Up Storefront Table with Donation Container, Hand Sanitizer
- Wear a mask!
- Best results with Scout out front!





# Wagon Sales

## Without Inventory – Take Order

- Can use form during door-to-door selling, but also make sure to enter into App.
- **Payment is taken at time of sale**
- In App, complete sale, make sure marked as “Undelivered”. We will order if needed from report we run at the end of every weekend.
- Coordinate with Popcorn Committee to obtain popcorn for fulfillment
- Deliver popcorn and mark sale as “delivered”

## With Inventory (upon special request)

- Must have inventory assigned to Scout prior to sale
- Sell, mark as “delivered”





# Online Direct Sales

Alternative to Take Order during Door-to-Door Wagon sales or any other selling (parent's workplace, etc)

- Use app to enter a customer's order information
- Payment is taken through App or cash to Scout
- Order will be shipped directly to the customer!
- **Remember!**
  - **Free Shipping for \$55 and over in sales!**
  - **Chocolate orders will begin shipping later in Oct/Nov (after warm months)**





# Payment Methods

- Cash\*
- Check (made out to “Pack 72”)\*
- Credit Card – through the App
  - Type in credit card details, or
  - Use Square Reader *(we have a few available, also available for purchase on Amazon)*
- Donations via Cash or Check \* *(do not enter into app unless added onto sale)*
- Donations via Credit Card – enter through app
  - *Military or other \$X additions*

*\* To be turned into Committee weekly*





# Popcorn Pick-Up / Proceeds Turn In

Starting Friday 9/17, Friday Night Pick-Ups between 6-8 pm for Storefront Sales over W/E

- Every Friday through 11/5 with exception of 10/22 (Fall Campout Weekend) – if not attending and want popcorn, see Misty or Bob
- For Storefronts, prefer drop off popcorn at the end of the weekend if possible if no other shifts planned. Coordinate with Misty for drop-off (703-625-6427)

Can also turn in proceeds in at this time

Location:

16401 Barcica Lane, Cornelius





# Q & A

Any Questions?

