

2011 Show-n-Sell Popcorn Sales

Den Leaders & Parents,

The annual Show-n-Sell Popcorn Sale is right around the corner! This fundraiser accounts for a large portion of our budget and is very important to all of our programs. It is extremely helpful, if a parent from each den volunteers to help coordinate popcorn activities. **PLEASE** consider volunteering. Your den leaders already do so much....they would greatly appreciate your support.

In this phase, Cub Scouts will be selling popcorn, in person, in front of local businesses. Slots are assigned by den and each den assigns individual scouts to fill their den slots.

Important Dates:

- **August 4th – Slots assigned to Dens**
- **August 5th – August 12th Dens assign slots to scouts**
- **August 13th – Den Leaders pick up popcorn (details on pickup later)**
- **September 12th - All Show-n-Sell money and unsold popcorn returned**
- **September 17th - Take order sales begin (more info on that as we get closer)**

Preparation is important. In addition to safety tips, practicing what your scout will say to a potential customer is very important. It's more important to explain *WHY* we are selling popcorn, than the details of the items for sale. A sample script is provided at the end of this document that your scout can use.

Items for Sale during Show-n-Sell:

Items	Cost
26 oz Gourmet Caramel Corn with Almonds, Pecans and Cashews	\$16
20 oz Butter Toffee Caramel	\$16
18 Pack Unbelievable Butter Microwave Popcorn	\$18
18 Pack Butter Light Microwave Popcorn	\$18
NEW! – 18 Pack Kettle Corn Microwave Popcorn	\$25
Cheese Lovers Collection	\$30
Two 7 oz Cheddar Cheese and One 7 oz White Cheddar Cheese Popcorns in resealable bags	
11 oz Classic Caramel Corn	\$10

Things to Remember:

Before you sell:

- ❖ Set goals for your scout! The goal we set per scout during Show-n-sell is \$130. Studies show if you set a goal the scouts will work harder to achieve that goal.
- ❖ Some suggest that you offer a reward for making sales. Ex: Sell 5 boxes and you get your choice of candy, sell your quota for the day and you get ice cream. The idea is to get your scout motivated!
- ❖ Wear your Class A Uniform.
- ❖ Know what you are going to say and practice.
- ❖ All we provide is the popcorn! So helpful things that your den should have:
 - Table to take to the sales locations.
 - One box to hold the money for popcorn.
 - One jar for monetary donations.
 - Signs (make your own with popcorn information or scouting information).
- ❖ Keep track of how much each scout sells by quantity and dollars. Be sure to track each time you sell. Count your inventory BEFORE and AFTER each scout sells.
- ❖ Be sure someone from your den shows for your assigned times. If no one can make it, please contact Shawn Dunn as soon as possible to offer your slot to other dens.

During your sale:

- ❖ Use the script below.
- ❖ **Remind the scouts of their goal!**
- ❖ Remember that you are representing scouting as a whole
 - Be courteous at all times.
 - Respect the establishment that is allowing us to sell on their property.
- ❖ Thank everyone for taking the time to listen.
- ❖ Checks should be made payable to Pack 101. Please be sure that a phone number is included on the check.
- ❖ If you open a box to sell individual packets then you are responsible for the whole box and may not return it.
- ❖ Keep track of how much each scout sells in terms of Quantity and Dollars. Be sure to track each time you sell. Count your inventory BEFORE and AFTER each scout sells.

After your sale:

- ❖ Keep track of how much each scout sells in terms of quantity and dollars. Be sure to track each time you sell. Count your inventory BEFORE and AFTER each scout sells. (notice how I repeated this three times ☺)

Prizes:

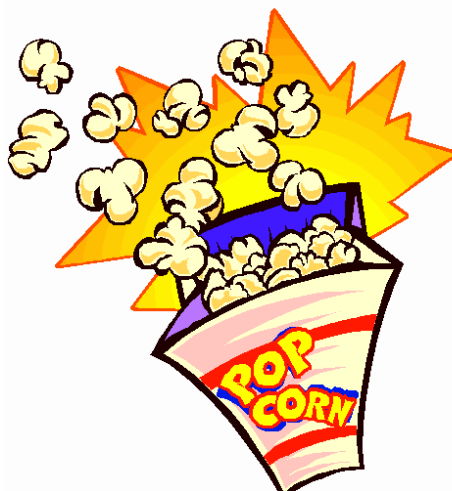
- Pack 101 will provide a Pizza Party to the Den that has the highest average sale amount per scout (since the Den's don't all have the same amount of scouts)
- The runner up Den will receive an ice cream award.
- In addition for earning credit towards individual prizes, the Capitol Area Council will be offering prizes for the top sellers in the Council.
- For all participants, the Council will also offer the following in addition to the prizes each scout earns through the Pack:
 - Receive \$100 in Military Donations and get a patch.
 - Sell \$600 and earn a Zyclone.



- Sell \$1500 and win a \$50 Amazon.com or Wal-Mart gift card.
- Sell \$2500 just once and 6% of your total sales each year is deposited into an individual college scholarship fund earning an average of 4%.

More information and the Show-n-Sell calendar will be posted at <http://www.pack101.us/popcorn>. For questions, please contact your den leader or Shawn Dunn (nyquil@austin.rr.com 512-288-3856).

Thank you for supporting your Scouts!



Sample Script:

“Good Afternoon, my name is _____. I am with Cub Scout Pack 101 Den _”

“Would you like to help support scouting by buying some popcorn or making a donation?”

If someone asks why you are selling popcorn you can say:

“We sell popcorn in order fund our campouts and activities.”

Always **thank** the potential customer whether they buy or not!