



## Mission Poppable 2009



### Why Popcorn?

- **Highest Profit Return-70%**
  - You can earn enough money to fund your unit's scouting program needs for the entire year
  - With part of the revenue generated, Council uses funds for camping programs, leader training, Camporees, etc.
- **No Up Front Money**
  - A council run fundraiser that allows your unit to order only the product needed for a successful sale.
- **A Turn Key Program**
  - All sales tools provided for success: Printed forms, online ordering, Scout prizes, training videos, etc.
- **Proven Product Quality**
  - Research has proven that 2 out of 3 people when asked will buy Popcorn to help support the Scouting Program
  - 92% of consumers will buy product again each season
- **Teaches Life Lessons**
  - Teaches Scouts the responsibility of "Earning His Own Way" and builds self confidence
  - Scouts learn leadership skills and financial skills
  - The Popcorn sale provides Scouts with an opportunity to earn advancements and merit badges
- **Program Support**
  - District Popcorn Kernels and your District Executive are available to help you reach your program goal.

**Less Time Fundraising = More Time For Scouting**



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## Unit Sales Potential



### Each Scout Selling 15\* Containers

### Every Scout Fills Up A Sheet (25 lines)

Unit	<u>Pack 192</u>	Unit	<u>Pack 192</u>
Number of Scouts	<u>72</u>	Number of Scouts	<u>72</u>
Base Commission Percent	<u>37%</u>	Commission Percent	<u>37%</u>
Average container sales per Scout	<u>15</u>	Filling a Sheet (minimum containers)	<u>25</u>
Average Retail Price	<u>\$ 16.35</u>	Average Retail Price	<u>\$ 16.35</u>
Gross Sales Potential	<u>\$ 17,658</u>	Gross Sales Potential	<u>\$ 29,430</u>
<b>Commission Potential</b>	<b>\$ 6,533</b>	<b>Commission Potential</b>	<b>\$ 10,889</b>

\*Based upon research, the average Scout sells 15 containers

## What Can You Do With The Extra Revenue?

1. Send every Scout on a Super Trip!
2. Buy a Troop Trailer or a Pinewood Derby Track!
- 3.
- 4.

## **Mission Poppable 2009**

### **Popcorn FAQ's**

1. How much can a unit earn with popcorn fundraiser?

*The average unit in the Yankee Clipper Council sells \$5,200 worth of popcorn earning about \$2000 in commission and another 5% value in prizes. Pack 50 was the top selling unit with sales just over \$25,000. They earned almost \$10,000 in commission and another \$1200 in prizes, and other recognition items as well. Small units do equally well. Boy Scout Troop 41 in Greater Lowell has ten Scouts and raised \$1500 plus prizes.*

2. We make 50% selling chocolate bars and may only receive 37% to 42% from Popcorn!

*You will have to sell almost 7 candy bars to equal the commission for each sale of popcorn.*

*Did you know that on average, 70% of the purchase price goes back to the Scouts? After the unit commission is paid, the Council portion provides for Fill-a-sheet prizes, and training prizes for popcorn kernels, the Council handles all of the printing expenses, the shipping and the warehouse arrangements, and manages the ordering process for the units, and after the sale the Council puts the surplus into services for Scouts such as camp, training, camperships, etc.*

3. We can't sell an expensive item like Popcorn!

*We are not selling popcorn. We are asking people to support Scouting and giving them popcorn as a thank you. Sell Scouting!*

*The average selling price for a container of popcorn is about \$16. With a 70% return to Scouting, that means on average over \$11 is raised for scouting program with every purchase.*

4. We have a traditional fund-raiser. We do a pasta dinner in the fall, candy bars in the spring and a car wash in the summer.

*Our aim is for Scouting units to get out of the perennial fundraising! You can make enough money with Popcorn that you only have to do one major fund-raiser a year, and concentrate on delivering the Ideal Year for the Scouts. Send your Scouts on outings not fundraisers!*

*Motivated Scouts can pay for their entire program year themselves all but eliminating out of pocket expense for their parents!*

5. The Pack sells in our town.

*82% of all households have NOT even been contacted by a Scout. Timing of the Fall kickoff allows Troops to start before the program year begins – set a schedule that works for your unit!*

6. Our parents would rather write a check for their son's Scouting programs

*Selling popcorn teaches the Scouts the value of earning his own way, builds self-confidence, and allows him to earn advancements and merit badges.*

7. We can't get the older Scouts to sell door to door

*All Scouts need motivation! Use a Blitz day to promote patrol competition! Orderpopcorn.com also allows scouts and their families to do their selling on line with no handling of product.*