Pack 4 Needham - 2022 Popcorn Sales
Everything you Need to Know

This overview is intended for parents/guardians of scouts to help explain why we sell Popcorn and how our fundraising works. All questions should be directed to Evan Metter (evanpmetter@gmail.com 617-283-8517).

WHY DOES PACK 4 SELL POPCORN?
Selling popcorn teaches the children valuable life skills such as setting goals and working to achieve them, handling money, interacting with the community, how to present oneself and how to deal with rejection. It is also something exciting to do together as the community really is quite friendly and supportive and loves interacting with the kids.

In addition, popcorn pays for your child's Scouting program. Your dues pay for less than half of the annual cost of Scouting in Pack 4; popcorn pays for the rest. Our pack receives anywhere from 33% - 39% of our sales to help up pay for events like the Pinewood Derby, the Blue & Gold banquet and camping trips. Popcorn also helps support programs offered by our Council such as Pumpkinfest.

POPCORN SALES REQUIREMENT
We don't force anyone to sell popcorn, however, to attend our popcorn celebration in December, a scout must sell a minimum of $250 worth of popcorn ($400 combined for families with 2 scouts). If your scout meets the minimum sales requirement, they and a parent can attend our Popcorn Celebration at no cost. If the Pack as a whole sells over $15,000 worth of popcorn, the Pack will have sufficient funds to offer discounted overnight fees to all scouts in the Pack (approximately $30-$40 per overnight).

There are other incentives provided by our Council that can motivate some kids. The Council has a celebration at Dave & Busters for scouts who sell over $1000 and Trail's End, our popcorn provider, rewards scouts with Amazon gift cards for different levels of sales.

**********WHAT TO DO RIGHT NOW**********

1. Download the Trails End app by texting "APP" to 62771 to get a link to download. It is our common tool to sell and track inventory. It is pretty intuitive, but the quick start guide is here. If this is your first time registering: we are Spirit of Adventure Council, Great Blue Hill District, Pack 4. The unit is the same as the pack number: 4.
2. Determine what two shifts you'd like to take for the storefront sales and sign up via the app.
3. Make a plan with your scout on what days you'll do wagon sales in your neighborhood.

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OUR EXPERIENCE FROM LAST YEAR
The numbers above should not be intimidating. Here are some data from our experience last year:

- As a pack we sold $20,000 between September and October 2021
- The average sales per scout was $750

The community really is quite engaged when we get the framing right. This is NOT about selling popcorn - it is about supporting the local scouts in Needham. We get it - the prices are high if it was only for the food.

This year, everyone will lead with a "would you support your local scouts by making a donation for our popcorn drive". We will keep the focus on why scouting is so essential for our community, the values it instills and the service it enables us to provide in our town. Our scouts will have a one-question page to ask "what scout project do you think is most helpful to Needham" to engage our community and clear price sheets for each donation/purchase so folks know have transparency throughout the entire interaction.

HOW DOES MY SCOUT SELL POPCORN?

1) **Storefront Sales**
   a) **Bottom Line Upfront:** This was the majority of our sales in 2021 (57%). The scouts love working in these small teams and engaging with Needham residents outside popular locations like Dunkin Donuts, Cafe Fresh, Sudbury Farms and Walgreens.
   b) **Logistics:** You can sign up for slots at our pre-arranged storefront events via your app, but don't delay as they fill up fast. There are slots every weekend between 9/24 and 10/23. These are very coveted so please don't sign up for more than two at the start. If there are openings on the Thursday before, Evan will send a note out inviting you to sign up.
   c) **Fast track to your goal:** Total sales for each day are allocated equally to Scouts who participate for credit toward the minimum sales requirement and prize levels. For example, if over 4 hours we have $1,200 in sales and donations, we divide that total over the 8 scouts that sold that day ($150 each). If a scout was there for two shifts that day, s/he would get credit for $300 in sales.

2) **Wagon Sales**
   a) **Bottom Line Upfront:** This is a great way to keep your scout plugged in to your neighborhood community and make a personal connection. Scouts can bring product with them in wagons and sell directly at the door (recommended) or take orders and deliver the product later. This is a key channel for our pack that we would encourage every family to embrace. In 2021 eight families did wagon sales and it amounted to a full 31% of our total sales last year. If everyone did their neighborhood this would surely be a larger percentage.
   b) **Logistics:**
      i) Evan will have popcorn bundles to distribute at the pack meeting on Sept 11. We encourage every family to take a bundle to sell in their neighborhood. If you need to get your bundle later you can email evanpmetter@gmail.com to arrange to pick one up at his home (39 Bobsled Dr.). The family doesn't pay anything upfront - we trust you and know you are responsible people.
      ii) You, the parent/guardian, walk with your scout and sell popcorn off your wagon. (We use an old Radio Flyer wagon we had when our son was younger.) When you sell you log it in your Trails End application under "Wagon Sales". All money is collected from customers at the time of sale. Credit card sales are easiest because it simplifies your tracking, but you should expect folks will want to pay in cash. It is a smart idea to leave the house with the ability to make change.
      iii) Close-out will be 10/23 at Evan Metter's house (39 Bobsled Dr). Each family brings the cash collected (in an envelope) and any unsold inventory (although I doubt you'll have any) to reconcile. This is a wonderful chance to teach inventory management to our young scouts.
      iv) If you've made sales that exceeded your initial inventory and you need additional product to bring to your customers you can collect that additional inventory at our pack meeting on 11/20.

3) **Online Direct** - This gives our pack the highest percentage return on each sale. This is a great method for enabling friends, family and co-workers to support our scouts. They simply use the Trails End Web site to order. You have a personalized page that you can access via the "Online Direct" link in your Trails End app. You can share that link with your friends and family and the product is shipped directly to them.

GETTING READY TO SELL WITH YOUR SCOUT!

- Don't send your scout out alone to sell popcorn – an adult is required with each scout at storefront sales and should be there during wagon sales
- Scouts should wear their Class A uniform (blue/khaki shirt, neckerchief, etc.).
- Bring a few pens and cash to make change (especially $5s and $10s) – while we are strongly encouraging credit card sales, there will always be folks who only use cash or checks. Checks payable to "**Needham Pack 4."**
- Sell with a friend. Consider pairing an older/more experienced scout with a younger scout.
- Don't sell after dark.
- NEVER go into someone's home.

Your scout should practice their sales pitch ahead of time, including what to do if someone says no. A successful Popcorn Sales Pitch is:

"Hi, my name is Pat and I'm part of your local Cub Scout pack in Needham. We are raising money through donations to support our projects. Here are some of the things we would like to do this year. [Show the front side of your sales sheet.] Would you buy some popcorn as a donation to support us? Here is what we have to offer at different prices. [Show the back side of your sales sheet.]"

Scouts are commonly asked: "What's your favorite flavor?" or "What Cub Scout activities do you like most?" They should be ready for these.

If the community member says they are not interested, we just say, "Thank you for your time," and move on. Some people don't want popcorn, but want to give. In those cases, they can buy popcorn for us to deliver later to local Needham public safety personnel. In this case, we process the sale and set the popcorn aside for later delivery. We also provide the option for community members to donate through us to the military at any amount.

IMPORTANT DATES

Sunday, 9/11	Popcorn Kick-Off at Pack Meeting Pick up sale information, bundles
Saturday, 9/24, 9 am – 1 pm	Group Selling Event – Dunkin Donuts, Highland Ave
Sunday, 9/25, 8 am – 12 pm	Group Selling Event – Cafe Fresh, Highland Ave
Saturday, 10/1, 11 am – 3 pm	Group Selling Event – Sudbury Farms
Sunday, 10/2, 10 am – 2 pm	Group Selling Event – Walgreens, Highland Ave
Saturday, 10/8, 9 am – 1 pm	Group Selling Event – Dunkin Donuts, Highland Ave
Sunday, 10/9, 8 am – 12 pm	Group Selling Event – Cafe Fresh, Highland Ave
Saturday, 10/15, 11 am – 3 pm	Group Selling Event – Sudbury Farms
Sunday, 10/16, 10 am – 2 pm	Group Selling Event – Walgreens, Highland Ave
Sunday 10/16 3 pm - 6 pm	Popcorn Wagon Inventory Returns and Reconcile (before and after Pack Meeting)
Saturday, 10/22, 9 am – 1 pm	Group Selling Event – Dunkin Donuts, Highland Ave
Sunday, 10/23, 8 am – 12 pm	Group Selling Event – Cafe Fresh, Highland Ave
Sunday, 11/20, Time TBD	Additional Popcorn Available (only if needed to fulfill orders)
Friday, 12/2, Time TBD	Popcorn Celebration