

# Campmasters' Popcorn Update #4

*All your popcorn news—hot off the cob!*

## **Just Past Halfway!**

Our fourth sale weekend has just completed, and October starts tomorrow! How close is your Pack, Troop, or Crew to reaching its sales goal? If you're at 75% - 80%, you might be in good shape, because we know that the first half of the sale is usually more active than the second half of the sale. If you're not that far, how can you increase your sale these last couple of weeks?



- Make sure that each of your Scouts is selling! You may have several boys with \$0 in sales... encouraging them to sell 3-5 items each is a terrific way to increase your sales!
- Have all of your Scouts sold to their out-of-town relatives via email? Those family members may be happy to help their grandson / nephew / etc. earn his way to camp.
- Review the prize levels with your Scouts... how much in sales does each Scout have to achieve the next level?
- Have your Scouts found any Mystery House Prizes yet? If not, try to target sales to neighborhoods where the MHP hints lead you.
- Did your new Scouts have a chance to sell? They need money for activities and camp, too! Be sure that your new families have the same opportunity as the rest of your Scouts!
- ORGANIZE A BLITZ! See the next article for the BEST way to increase your Scouts' Sales!

## **Has your Unit run a Blitz Day?**

How many Scouts do you have whose parents are not helping their sons sell popcorn? Are these the same boys who seem to never have money for supplies, outings, or camp? How can you help? Organize a unit Blitz Day!

Blitz days are where a unit gathers together and goes door-to-door in a neighborhood as a group. They're a terrific way to help boys who haven't had a chance to sell, and are also a great Public Relations opportunity for Scouts. Think about it—what's cooler than seeing a dozen boys in Boy Scout uniforms walking through a neighborhood?

How do you run a Blitz day?

- 1) Choose a meeting place and time, such as your regular meeting location at 9:30 am Saturday morning, or at a certain school at 1:00 pm Sunday afternoon.
- 2) Bring donuts and juice for the boys, and coffee for the parents, and play a couple of popcorn-themed games while families gather. Make this a fun event! Be sure that you've got an order form and pen for every boy.
- 3) Carpool to the neighborhood you'll be selling in—You're not limited to your own street! Research shows that as many as 70% of people are never asked to buy popcorn, so let's give them a chance to!
- 4) Have the Scouts pile out of the cars and ring the doorbell of every house on the street! Fill up those order forms, and sell until you've reached your goal! In a couple of hours, you'll have a significant jump in your unit's funding!
- 5) Return triumphantly, and take pride in how your coordination has helped a) your unit increase its sales and b) boys get out there and earn money for their awesome Scouting year!

### **Don't forget your Budget!**

As you heard at your kickoff, the first step to a successful sale is knowing what your goal is, and to do that requires a budget! As part of your 2% bonus incentive, remember to turn in your budget by October 25. Note that the due date for budgets for next year's sale is your district's popcorn kickoff in August! Why so early? Because if you don't know how much money you need, you can't set a true goal! We know that selling towards a specific goal amount is far more successful than just selling "some popcorn." District roundtables will have features on how to budget in the months prior to the kickoff.

### **Win cool stuff in the \$600 Club!**

How many Scouts in your unit have achieved the \$600 club already? Congrats to those who have! Through October 25, boys can earn credit towards the \$600 sale level, when Cub Scouts will earn a Zing Air Crossbow and Boy Scouts / Venturers will earn a "Buckskin Council" engraved black metal knife! \$600 Club Scouts will also be invited to a party in January!



## **Mystery House Prizes**

As the sale progresses, we will give better and more detailed Mystery House Prize clues! Mystery House Prizes are “immediate recognition” prizes for boys when they knock on a customer’s door! What kind of prizes? Check out this photo:



We’re awarding LEGOs, Maglites, NERF footballs, RC cars, action figures, pocketknives, more RC cars, NERF guns, camp tools, and a lot more! There are 75 prizes in all, distributed throughout our 23 counties!

Here is your second round of MHP clues!!!!

### **Cornstalk:**

1. goldfish pond
2. Fire house
3. Brick Rancher
4. Out of State
5. Cross the bridge
6. River

7. Between two towns
8. This community is known for a lake and tunnel
9. Up the hill
10. Drive by the bank

**Pioneer:**

- + within a mile of a fire department, St. Albans
- + Less than half a mile from an elementary school
- + Not far off 1<sup>st</sup> avenue in Nitro
- + within a mile of a fire department, Hurricane
- + near a park in Hurricane
- + On a street with a lady's name
- + In Poca

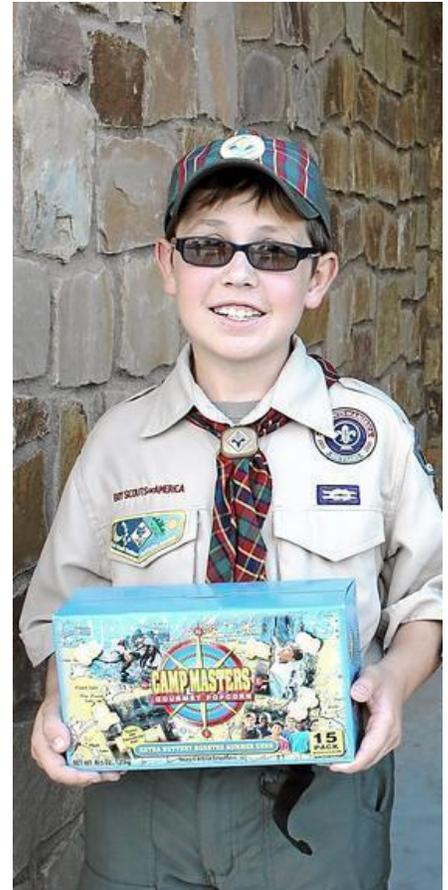
**Elk River:**

1. South Charleston, WV
2. Charleston, WV
3. South hills
4. Dunbar
5. Near wells home furnishing off of 119
6. Montrose Elementary
7. Fort Hill Charleston
8. Summersville
9. Webster Springs
10. Cowen
11. Craigsville
12. Sutton
13. Frametown
14. Belle
15. Cedar grove

**Seneca:**

**Mountain Dominion:**

- There are 2 houses in Bluefield, WV
- There is 1 house in Princeton, WV
- There is 1 house between Princeton and Athens
- There are 2 houses in Pembroke, VA



There is 1 house in Bastian, VA  
There is 1 house in Bluefield, VA  
There is 1 house in Tazewell, VA  
There is 1 house in Cedar Bluff, VA  
There is 1 house in Oceana, WV  
There is 1 house in Pineville, WV



### **Track your sale and win prizes!**

Congratulations to last week's "Track Your Sale" winners! Pioneer District gathered information on the highest percentage of units, and their District Popcorn Kernel, Connie Clark, wins a \$10 "Coffee for the Kernel" McDonald's gift card-- Congratulations! The unit-level winner for the week is Pack 236 in the Pioneer District! They earned the highest per-Scout average sale! Congrats to 236's popcorn kernel Colleen Sergeant for getting their sale off to a strong start! Pack 236 has won \$50 towards an ice cream party!

Early next week, Unit Kernels be sure to report to your District Kernels! District Kernels be sure to report to your Council Kernel! Report your success to this point by Wednesday the 2<sup>nd</sup> at 5:00 pm. In addition to winning recognition, the true purpose of these reporting steps is to increase overall communication during the sale and help everyone be more successful! Let us know 1) how many Scouts have reported at least one item, 2) your total sales, 3) what your unit goal is, and 4) what your per-boy goal is.

Wednesday, October 2, we will be calculating the second prizes for weekly unit reports! We will be giving prizes for HIGHEST % OF UNITS REPORTING IN A DISTRICT, and HIGHEST PERCENTAGE OF REGISTERED SCOUTS SELLING! The first prize will go to a District Popcorn Kernel and the second prize will go to a unit!

Contact information for your reporting person can be found here: <http://www.buckskin.org/Fund-Raising/Popcorn-Sale.aspx> Next week, we'll give recognition for different aspects of the sale!

## **Razor Scooter Prize**

The Buckskin Council has a special "AWESOME SELLER" recognition prize! Any Scout who sells \$1000 will have his name entered into a drawing for a RAZOR E100 ELECTRIC SCOOTER! For every \$1000 you sell, you'll get another entry into this drawing! WOW!



## **Thank You!**

THANK YOU Scouts, Scout volunteers, and parents for supporting the annual popcorn sale! We know that this sale raises most of the money you spend for the year, but it's also a vital part of the funding for our local council! The Buckskin Council's camp properties, our local shop to buy uniforms and awards, reasonable camp and event fees, and accident insurance fees (in case one of your Scouts gets hurt at a unit event) are all paid for in part by this fundraiser! THANK YOU for helping Scouting be stronger through your participation in the Campmaster's Popcorn Sale!

## **Timeline Reminders:**

### September 6 – October 24, 2013: Sales period

- + Please remind your Scouts to collect money when they take an order for Popcorn.
- + Have each scout select a prize to strive to achieve! This will help him sell more, thus earning more for his Scouting activities!

### Week of October 22 – 25, 2013: Collect Take Order Forms from Scouts

- + Make copies of individual order forms for your records and turn into Council Office at end of sale. This is critical because you have taken the customer's money in advance, so popcorn must be delivered, even if the boy who took the order quit your Pack or Troop!

### October 26, 2013: Submit order online

- + Submit Popcorn Order and Prize Order online or turn in copies of all Order Forms and Unit Order and Settlement Form to Scout Service Center. Turn in prize order forms, plus names of all Scouts who have sold \$600 or more of popcorn. In 2014, this deadline will be noon.

### November 8 and 9, 2013: Popcorn Pickup Day/Distribute to Scouts and Customers

- + Contact your district popcorn chair or your district executive to schedule a time to pick up your order. Your unit's complete payment must be turned in at the Popcorn Pickup site. Please make arrangements with your Unit Treasurer to pay for the Popcorn on or before the Pickup Date.

