Popcorn Best Practices

PLAN

• Plan your kick-off event
  • Groups had the most success doing-kick off events on meeting nights
  • Half the meeting was information and the other half was selling
  • Involve a top-selling youth in your kick-offs to share their experience
• Set goals in advance with the youth
  • $200 is a recommended goal for each youth—that’s 10 boxes of microwave popcorn
• Brainstorm an incentive program if that works for your Group
  • Have fun, get creative, fund more adventures!
    • Pie a Scouter
    • Silly string a Scouter
  • Week to week incentives
  • Tiered reward level
• Plan what you will do if you have leftover popcorn
  • Groups found that show-and-sell with leftover popcorn worked well in the following fundraising season

DO

• Use the tools available in The Campaign Kit
• For youth and Scouters who are unable to attend, film your kick-off campaigns so everyone feels included
• Utilize online Council Scout Popcorn groups to connect with other Popcorn Coordinators
  • Groups find Facebook Groups helpful and collaborative for brainstorming and troubleshooting challenges
• Dedicate a portion of your weekly meetings to discuss your Group’s fundraising campaign
  • Groups found that the more they talked about, the more success they had
• Provide youth with sales coaching before they go door-to-door
  • Groups enjoyed setting time aside on meeting nights to practice together and sell popcorn so they
    got to experience fundraising with other youth
• Use the square reader to be able to accept credit card payments

REVIEW

• Dedicate a night to celebrate the results
  • Present to parents the allocation of funds and the benefit of fundraising
• Determine goals vs. actual results of the campaign
• Reward top sellers or carry out incentive program
• Decide what worked well for your campaign this year and what you will do differently for the
  next campaign