



#ScoutPopcorn

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

