



The Post-Secondary Popcorn Scholarship Program

- Youth who sell \$2,500 of Scout Popcorn will receive 6% of their total sales invested into their own post-secondary scholarship account.
- Youth only need to hit the \$2,500 mark once and 6% of their sales each following year will be added to their account.





Three Levels of Rewards:

- **Level 1:** Youth who raise **\$3,000 and above** will receive one **large adventure** box and a **\$150 Visa gift card**. They will also qualify for the Scout Popcorn post-secondary scholarship.
- **Level 2:** Youth who raise **\$2,500-\$2,999** will receive one large adventure box and a **\$100 Visa gift card**. They will also qualify for the Scout Popcorn post-secondary scholarship.
- **Level 3:** New this year, youth who raise **\$1,500 to \$2,499** will receive a **\$50 Visa gift card**.



Actual Adventure Box contents will vary



[SCOUTSHOP.CA](https://www.scoutshop.ca)





How to build your Group incentive program

- Successful Groups have one thing in common—Group incentives!
- Find out what motivates the Scouting youth in your Group and create a custom incentive program.

You can plan for your Group's incentives in 3 easy steps!

1

Decide how you would like to reward youth, choosing prizes that they will appreciate.

Here are some ideas:

- Give 5% of sales back to youth as gifts if they sell up to a certain amount, like \$250 or \$500—your Group can decide!
- Special outings for the Section.
- Pizza-and-a-movie nights for the Group.
- Section and/or Group raffle draw.
- Purchase a top-seller prize for each Section and one for your Group.

2

Have a Group kick-off meeting so you can:

- Promote your Group's incentive program.
- Announce the additional rewards youth can get from National (see page 1).
- Let youth know how you will track their progress (Order Forms, Goal Sheets) and tell them about the 'Group Progress' check-in date.

3

Celebrate!

- Your fundraiser is finished, you've achieved your goal and it is time to share the rewards! It's also time to take each Section or the whole Group on some incredible adventures at no extra cost, thanks to funds raised!
- Don't forget to ask for feedback on your rewards and incentives approach so that you can learn how to improve for the next Scout Popcorn fundraising season. Plan-Do-Review, right?



Whatever your adventures, the Scout Shop has your gear needs covered!

This year, Scouts Canada is helping Groups build custom incentive programs! In October and November, when you purchase camping gear for your Group's Scout Popcorn incentive program, you can receive 20% off your purchase! Just bring in this flyer when making your purchase at a Scout Shop. If shopping online, contact your Council Popcorn Coordinator. She or he can provide you with a discount code you can use at Scoutshop.ca.

You can choose outdoor gear from some of the best brands available:



*Exceptions apply. Only valid on marked outdoor equipment and gear. Valid only from October 1st through November 18 2019.

20% off

This coupon is valid for one purchase per Group at Scout Shop retail locations.

Group name: _____

Scouter name: _____



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