

**From:** Charlie Zimmerman Charlie.Zimmerman@scouting.org  
**Subject:** 🍿 Popcorn News: Getting Ready for ANOTHER Great Weekend!  
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**To: All W. D. Boyce Kernels**

☀️ **Wow - can it get much better? The weather has been great lately, and we should still have some great outdoor time in the weeks ahead. Hope you're getting out there and holding storefronts!**

🎩 **Hats Off to These Top Units!**

Proving that ANY unit can succeed in a BIG way when it comes to popcorn sales, our list of Top 10 selling units includes Pack 4142 from tiny Lane, IL - *population 95!* And units from Mackinaw and Mendota are also on the list. All told, these ten units have combined for over \$222,000 in sales so far.

| District   | Unit      | Town        | Total Sales |
|------------|-----------|-------------|-------------|
| Crossroads | Pack 3988 | Bloomington | \$51,653.00 |
| Heartland  | Pack 3488 | Dunlap      | \$50,393.88 |
| Crossroads | Pack 3925 | Normal      | \$18,905.75 |
| Crossroads | Pack 4142 | Lane        | \$16,567.00 |
| Crossroads | Pack 3919 | Normal      | \$16,361.89 |
| Heartland  | Pack 3050 | Peoria      | \$16,334.67 |
| Wotamalo   | Pack 3073 | Washington  | \$14,397.00 |
| Wotamalo   | Pack 3168 | Washington  | \$13,752.63 |
| Wotamalo   | Pack 3086 | Mackinaw    | \$11,915.00 |
| Lowaneu    | Pack 4108 | Mendota     | \$11,908.00 |

**\$222,188.82**

📈 **Our No, YOUR Scouts are doing GREAT!**

Over **100** Scouts have already sold more than \$1,250, which is the threshold for the council BONUS incentive of free Cub Resident Camp at ISR. For Scouts BSA and AOL Scouts, the threshold for free ISR Summer Camp or NYLT is \$2,500. *Twenty Scouts have already surpassed that number!*

100 Here's a link to our [current Hot 100 Top Popcorn Sellers](#) 100



### **Online Promotion - 3 days ONLY**

Trail's End launched a new promotion last night for online sales thru October 5: 2x points for all online sales. This can really help Scouts earn Amazon gift cards, and it also helps their sales total towards free camp at ISR, because *the average online order is \$65* - more than double a single-product purchase at a storefront.

Scouts should customize their Trail's End page if they haven't already, showing their goal, picture and a short bio telling customers why they're fundraising. Also, remind Scouts (and their parents) that they can utilize the Trail's End app to automatically send their page to contacts in their phone. You can choose campaigns that include email(s) and/or text messages - and then Trail's End does the work.

The Scout's fundraising page can also be shared through social media, which makes it even easier for family members to help spread the word.

Our Scouts have already sold over \$52,000 online - ***Let's see that number soar!*** ✈️



### **Helping Scouts Who've Been Slow to Start Selling**

We get it. Sometimes getting started is HARD. Especially for Scouts who've never sold before, or whose parents have never really done something like this either. Where to start? How successful can they really be? Is there even enough time left to make it worthwhile? (You bet!)

Along with some encouraging words, the "Fund Your Summer Adventure" flyer might help make success seem more attainable. This handy guide outlines four key steps that any Scout can take to realistically achieve sales of up to \$1,400 in just over 8 hours. Here's a [link](#) - and it's also available on the Council popcorn web page: [wdboyce.org/popcorn](http://wdboyce.org/popcorn)



### **Recently we offered a few tips - here are a few more:**

*Tip #1: Attractive storefronts attract more people! Small buckets or wooden boxes that organize and highlight your products on a storefront table look great! Check out the pictures that have been posted on the council Facebook pages for examples of some sharp storefronts!*

*Tip #2: Setting a goal WORKS. Of the Scouts who have already sold over \$1,250, 70% are working to meet a goal they've set for themselves. It's not too late for your Scouts to look at where they're at, determine where they want to be by the end of the sale, and make a plan to get there. Also, if Scouts have hit their first goal, it's helpful to set a new goal to reach by the end of the sale.*

*Tip #3: Sea Salt Popcorn makes a great gift for senior family members or college students needing a "care package" around midterms. Plus, the boxes are easy to ship!*

*Tip #4: Everybody likes to have a buddy! Pair up new Scouts/parents with more experienced peers for storefronts where the new Scouts can learn the ropes.*



### **Navigating From Replenishment to The Final Order**

As we move into the second month of the sale, here are a few pointers:

1) As the weather cools, it'll be a great time for Scouts to spend some time online and on the phone with family and friends to sell online. Remember that units make 35% commission for every online sale! (And this week's promotion is a great time to get started online!)

2) Keep your on-hand inventory for wagon and storefront sales, not filling take orders. Remind Scouts to confidently tell their customers that their orders will be delivered shortly after November 16. That removes uncertainty that Scouts may feel, and eliminates any feeling of urgency to deliver from your existing inventory.

3) Remember to utilize the council Facebook popcorn page to connect with other nearby units that may be able to help you meet the need for additional products or take extra product off your hands. These transfers can all be accomplished via the Leader Dashboard without needing to call or make a trip to the Scout Service Center.

4) We do still have product available as well. Please call ahead if you need any of the following in Bloomington, as our inventory is mostly in Peoria right now.

- Sea Salt
- Chocolatey Pretzels
- S'mores
- Salted Caramel
- Popping Corn

***Have a great week!***

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