

## ***2009 Popcorn Sale***

### **Quick facts:**

30% of sale proceeds returned to unit treasury. (45% of sale is cost of product and shipping, 25% goes to council program support)

Fall sale orders due (use order form) by 29 May, with final order due by 1 August. Complete the order form, providing contact information, and send to your district staff.

Product will be ordered in early August. Shipping time varies, but generally arrives 1 October. Districts will arrange distribution.

Sale ends on 18 December, when full payment is due.

### **Sales tips:**

Schedule several locations, more than one weekend.

Schedule all members to specified hours (no more than 2 hours at a time, with an adult).

Set a dollar goal attached to a specific event or equipment needs that can be used in “sales pitch.”

Provide members with written sales tips.

Involve members and parents in unit annual budget plan to see where popcorn money goes.

Break 15 packs into single units and sell for \$1 to unaccompanied and single personnel.

Advertise your sale in local news, radio, command channel, posters.

Distribute “pre-order form” to friends and co-workers, increasing awareness of sale.

### **Retail price:**

Price for items is listed on order form. Trails End Popcorn recommended retail price is \$20 for most items. Council recommends \$15 for most.

### **Benefit to unit:**

Funds go directly to unit treasury.

Increases program visibility and awareness in larger community.

Funding for council program services and activities.

Provides opportunity for new members to join and new adults to get involved.