



# Pack 73 Popcorn Tips

Suggestions to create a successful popcorn sales season



**CUB SCOUTING**  
Youth grades K-5



# Prepare the Parents



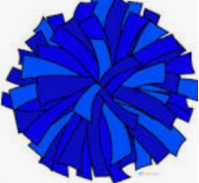
## Host a Parent Info Night (2nd Meeting)

- Don't hit new families with sales their very first pack meeting
- Talk about the calendar of activities you'll do, how you'll communicate, introduce leaders, etc.
- Emphasize all year long that we get to do the activities b/c of Fundraising
- Note: We also host a Zoom training, separate from the pack meetings, to train on Trails End system

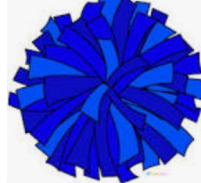
## Keep Scouts busy → Allow parents to focus on information

- Borrow Scout Troop & leaders to lead activities with the Scouts
- Have done boat regatta & water bottle rockets
- Build the boats/rockets the 1st pack meeting & race/launch them at Info Night (we have them 2 weeks apart)





# Goals & Cheerleading

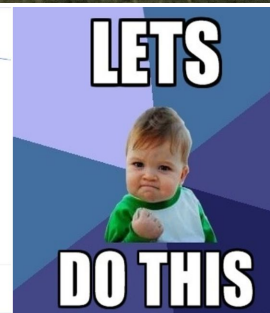


## Set & Communicate Goals

- Emphasize this is the 1 & only fundraiser to cover all our activities
- Pack 73's goal is \$1000 popcorn/scout, allowing \$300/scout for yearly activities
- Below amounts are to meet Pack 73's yearly budget – packs need to decide these numbers based on their own budgets
  - \$ 620/scout = minimum (All Scouts made this in 3 2hr shifts)
  - \$ 1500/scout = paid year end trip for Scout
- Have an existing parent talk about ease of Store Front sales to hit Goals

## Incentivize the Scouts & Cheerlead

- Scouts who raised the minimum by a date got to pie a leader
  - More \$\$, more pies they got
- 2024 Pack goal met → Scouts got to slime the Cubmaster/Assistant
- 2023 Pack goal met → Scouts got to shave the Cubmaster/Assistant heads
- Repeat goals in Pack meetings to hype the Scouts → They particularly love to pie their leaders







# Make Storefront Sales **E-A-S-Y**



- Storefront makes up 92% of our sales
- We ensure all families need is to show-up with Scout in uniform – that's it
  - We truly think this has been one key to our success.
  - We aim to make the commitment for storefront as easy on the parents as possible.
- Storefront Shifts
  - 1 Scout / shift – keeps the Cubscouts more focused
  - 2 hours / shift – this is the limit for Cubscouts & parents
  - Ask parents to train the next person & show up ~10 minutes early for overlap
  - Fill gaps to have max coverage at stores (no gaps)
    - We couldn't have gaps b/c that would leave inventory out.
    - Often we would have families we could call on to plug the gaps
  - Email parents the schedule the night before to confirm commitment & ensure they have Leaders cell phones' for issues





# Need Handy Helpers



- Need a dedicated popcorn crew – Our crew was ~ 8 Leaders/Parents
  - This ensures Parents have it EASY
  - We borrowed a Leader's garage for the whole time (“The Popcorn Lair”)
  - Popcorn Crew met Friday, Saturday, and Sunday night to do the below
- Kiss Sept & Oct weekends goodbye – Hit sales HARD & be done faster
  - 2023: Set up 2 stores/weekend day (Saturday & Sunday) - we hit our target in ~8 weekends
  - 2024: Set up 3 stores/weekend day (Saturday & Sunday) - we hit our target in ~5 weekends
  - Goal to be done before Fall McKee. We want to save good weather for outside activities!
- Prep (Night before)
  - Assembled ‘kits’ for each store (stocked daily):
    - Card-readers - 1 Android & 1 iOS
    - Laminated Storefront Sales Instructions, “We take Credit Card” sign, & Price Sheet
    - Envelope with \$100 Petty Cash
  - Calculated/estimated Next Day's Popcorn Inventory for each store based on # of shifts booked
    - Used Trails End Recommended distribution
    - Staged each Store's Inventory - or load into cars that night
- Set-up & Tear-down (Day Of)
  - Crew set-up the display each day, each store
  - Crew trained the first parent of the day
  - Crew tore down the display, loaded remaining popcorn, & drove it back to Leader's garage
  - Inventoried all returning popcorn each night & counted cash sales







# Do AWESOME STUFF with the Funds Earned



- Connect fundraising to the activities you do - thank the Scouts
- Fill the year with as much as our budget allows!

