

# 2011 Fall Popcorn Sales Plan

Unit: \_\_\_\_\_ District: \_\_\_\_\_

Number of Registered Scouts, as of 6/30/2011: \_\_\_\_\_

Total Amount of Popcorn Sold Last Year (2010): \$ \_\_\_\_\_

**Sales Plans Due: Aug 18**

**Please complete these steps. See the other side for some tips and suggestions.**

**Step 1** Based on our activity plans, our unit needs \$ \_\_\_\_\_ to operate this year.  
We will use the funds to \_\_\_\_\_.

**Step 2** We've reviewed the available commission options, and we anticipate our commission being \_\_\_\_\_%.

**Step 3** Based on our anticipated commission, we'll need to sell a grand total of \$ \_\_\_\_\_ in popcorn/products to fund our program. This is our goal.  
This means that each Scout will need to sell an average of \$ \_\_\_\_\_ to meet our unit goal.

**Step 4** We will achieve our goal through these steps:

\_\_\_\_ Scout Take Order

Notes: \_\_\_\_\_

\_\_\_\_ Neighborhood Blitz scheduled for (date/location):

1 \_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_ Show and Sells scheduled for (date/location):

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

**Step 5** We will encourage our unit to meet our goal with an exciting kickoff.

Date: \_\_\_\_\_ Location: \_\_\_\_\_

How we're distributing order forms: \_\_\_\_\_

Opening: \_\_\_\_\_

Activity: \_\_\_\_\_

Challenge: \_\_\_\_\_

Reviewed and Accepted:

Unit Kernel: \_\_\_\_\_

Date: \_\_\_\_\_

Unit Leader: \_\_\_\_\_

Date: \_\_\_\_\_

District Popcorn Sales Team: \_\_\_\_\_

Date: \_\_\_\_\_

District Executive: \_\_\_\_\_

Date: \_\_\_\_\_

Council Popcorn Rep: \_\_\_\_\_

Date: \_\_\_\_\_

## 2011 Fall Product Plan Calculations

### Notes and Plan Suggestions

**Step 1** What will the funds be used for? (The NBOF Program Planning Guide is a good reference.)

What are your costs to fund whole year of Scouting program?

What costs do you anticipate for advancement and awards?

What costs do you anticipate for summer camp?

Do you pay for registration or Boy's Life from the popcorn sale?

Do you have any other expenses?

**Step 2** What do you anticipate your commission to be? GOAL

Base Commission

26% with prizes or 30% for cash

Additional Commission Opportunities

Attend Kick Off 2%

Pay on Time 2%

Plan Reviewed 1%

Per Scout Sales 1-5%

Total Commission Goal:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step 3** How much do you need to sell to reach your goal?

Need (Step 1) divided by commission (Step 2) equals goal \$ \_\_\_\_\_

Unit sales goal divided by number of registered Scouts equals Scout sales goal.

\*Note: Per Scout goal must be equal or higher than commission goal.

**Step 4** What will you do to help the Scouts and their families meet these goals?

Take Order: Emphasize fill a sheet program.

Have special goals like selling a certain number of items or dollar amount.

Neighborhood Blitz: Recruit parents to take product in their car with some of your Scouts through the neighborhood and sell the popcorn door-to-door.

Show and Sell: Contact a location that has a lot of traffic and ask if you can set up a booth to raise funds for your Scouting program.

Schedule Scouts in shifts to man the booth and ask patrons if they would help your unit go to summer camp (or whatever you have chosen the funds for) by purchasing Boy Scout Popcorn.

**Step 5** What is a Kickoff?

This is a scheduled event with Scouts & parents to get them excited about supporting the unit's Scouting plans. Let parents know what the funds are to be used for, let them know the expenses involved with a quality Scouting program, and let them know that the unit needs their help & support.

Plan an opening, an activity, and a challenge to excite the Scouts about their sales. Show them what they can win (prizes, incentives, money in their "Scout Account") and how they can reach their goal. Excite them about supporting themselves and their unit.