

Popcorn ... With a Purpose.

Funding your Scouting adventures

It's time to sign up for the 2015 Popcorn Sale!

What does your unit's "Ideal Year of Scouting" include? Summer Camp? Day Camp? Winter Camp? A High Adventure Trek? How much will Scouts need to pay for their Scouting adventures during the year?

Did you know that the average Circle Ten Council Scout sells \$428 worth of popcorn? The national average Scout door to door sales are \$200 an hour. Using the national average, each Circle Ten Council Scout can meet our council average sale of \$428 with only two hours of effort.

What could your unit do if your Scouts simply sold the average amount? New equipment? High adventure trek? Summer camp/day camp?

The Popcorn Sale is a fundraiser for your Scouting unit. When your Scouts ask a customer to purchase popcorn, what they are really asking is "Will you help my unit?" Customers will purchase popcorn in order to help your Scout fund his/her Scouting adventures.

Typical Scout Expenses (estimated)

Uniform and books	\$ 90
Summer Camp	\$235
Webelos Camp	\$135
Day Camp (average)	\$ 65
Parent & Pal	\$120
Winter Camp	\$ 35
Philmont Trek	\$855
Northern Tier	\$870
Sea Base	\$785

_____ x \$428 = _____ x .28 = _____

Number of Scouts in your unit

Gross sales potential

Your unit's net commission potential

Sign up today! www.circleten.org/popcorn



Did You Know?

Where Does the Money from the Popcorn Sale Go? - Breakdown of Popcorn Revenue

Trail's End (cost of product)		30%
Unit Commission	28%	
Prizes to Scouts	<u>5%</u>	
Total to units		33%
Council cost of sale		2%
Commission to Circle Ten Council		35%

Selling popcorn teaches Scouts the **value of earning his own way, builds self-confidence**, and allows him to earn advancements and merit badges.

Generally, people aren't buying the popcorn; they are **paying to support your Scouting program**. Have your Scouts focus on this aspect in their ask and you will find sales will increase.

The average Scout sales total within the Circle Ten Council is \$428. If all of your Scouts sold the average amount, what activities could your unit afford? Research shows that less than 20% of households nationally have been contacted by a Scout to purchase popcorn. There are a lot of potential customers out there to support your unit.

Scouts who sell at least \$2,500 (online, face-to-face or combination) in any calendar year receive 6% of their total sales invested in their own **college scholarship account**. That is \$0.06 of every dollar they sell! Once Scouts are enrolled, 6% of their sales each year will be added to their account. Scouts only have to hit the \$2,500 minimum one time. Online sales count!

Scouts earn **incentives** based upon their sales. Every Scout who sells earns a patch, with various prize options available as the sales total increases. Top council and district salesmen will earn items such as suites at local sporting events.

If you want to increase your unit sales, **set goals**. The average sales were 170% higher among Scouts who set a sales goal and 89% higher among units who set a sales goal.

In addition to funding your unit's program, the popcorn sale supports Scouting in Circle Ten Council through the following:

- Circle Ten Council Scouts use our four camps at no cost year-round
- Camp improvements - more than \$1 million in improvements have been funded by popcorn sales over the past three years
- ScoutReach, Circle Ten Council's scholarship program, provides \$3 million annually to support 12,455 youth - popcorn sales help make this program possible
- Rank advancements are provided at no cost to all Scouts in the Circle Ten Council family
- Liability insurance for adult volunteers and secondary insurance for Scout families is provided
- Many other benefits