

How to Plan for a Successful Popcorn Sale

March/April – Designate someone in your unit to serve as your popcorn sale chairman (also known as a “Unit Popcorn Kernel”). Visit scouting.trails-end.com and sign up to participate in the 2018 Popcorn Sale through the Unit Commitment Tracker. Set a goal for your unit. Take advantage of the online training Trail’s End provides (www.trails-end.com/training).

May/June – Arrange Show and Sell locations, dates, times, etc. (“Show and Sell” refers to selling at a storefront or similar location where you have the popcorn available to hand to the customer as he/she pays. Girl Scouts call this a “booth sale.”) Attend a Council popcorn kickoff event. Get your supply of order forms and prize sheets. (“Take Order” is the name used for order form sales where people place an order, pay, and you deliver the popcorn at a later date.) Enter your Scouts into the Trails-End system (instructions provided in the online training). Secure your Wawa location(s) for October 13-14, 2018.

July – Place your August Early Bird Show and Sell order if you want to sell popcorn in August

August/September – Hold a unit popcorn kickoff. Build enthusiasm for the sale. Share your goal and what each scout needs to do to help achieve that goal. (The purpose of the sale is to support scouting. Make it fun!) Place your September Show and Sell Order. Register for PATCO and/or ShopRite locations (if you are interested). Have people sign up for your Show and Sell locations.

September/October – Pick up your September Show and Sell Order. Sell popcorn at Show and Sell locations, door to door (neighborhood blitzes), Take Orders, community events, online, etc.

October – Wawa Weekend, October 13-14

Last Week in October – Collect orders, inventory popcorn left from Show and Sell and use that to fill Take Orders, determine what else you need to order, and return any unopened cases of popcorn. Place your final popcorn order (to fill Take Orders)

November – Order prizes. (If opting out of prizes, place your patch request to your District Executive.) Pay balance due for popcorn by early deadline.

December – Submit scholarship forms. Register for Spin to Win and Fill ‘Em Up Drawing. Distribute Prizes. (Pay your balance due for popcorn if you did not pay in November.)

January/February – Commissions from online sales will be distributed (either deposited in your unit account at the Scout store or in the form of a check. You need to let your District Executive know how you want to be refunded.)

February – If eligible, attend the Spin to Win Prize Party. (The top-selling 100 Scouts in the Council are invited to this special prize event.)