

WHY UNITS WON'T SELL POPCORN?



For years Unit leaders have told us why they won't sell popcorn. Here are some answers to their top excuses:

1. We make 50% selling chocolate bars and may only receive 35% from Popcorn!

****Did you know that on average, 70% of the purchase price goes back to the Scouts? You make 35%, and with the 35% the Council makes they provide prizes, handle all expenses, and take their profits and put it into services for the Scouts such as camp, training, camperships, etc.***

****You will have to sell over 6 candy bars to equal the commission for each sale of popcorn, and the revenue from the candy bar sale does not help the council.***

2. We can't sell an expensive item like Trail's End!

****Last fall, the average price per container was \$17.53, which over \$12.00 is a donation back to Scouting.***

****Did you know that the mid-high dollar items (\$15-\$50) makes up 80% of our sale!***

****With 70% going back to the Scouts, two thirds of all consumers asked will buy popcorn to support the Boy Scouts of America.***

3. We have a traditional fund-raiser. We do a pasta dinner in the fall, candy bars in the spring and a car wash in the summer.

****You can make enough money selling Popcorn so that you only have to do one fund-raiser a year, and concentrate on delivering the Ideal Year for the Scouts.***

4. The Pack sells in our town.

****82% of all households have NOT even been contacted by a Scout.***

****Scouts can sell online to friends and family outside their community***

5. Our parents would rather write a check for their son's Scouting programs

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

6. The LDS Units cannot sell

**** They are allowed to sell if they can show the need for revenue beyond what the church provides. They cannot do door to door sales but they are allowed to sell to friends and family and can sell online***

7. It's too complicated.

****It's an exclusive program for the Scouts and it is hassle free program. No up front money, popcorn is ordered on line, and prizes get shipped to your home***