

# POPCORN SALE CHECKLIST

- Register for the popcorn sale at [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the kids' input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
  - Budget / # of Kids = Cost per Kid
- Break the goal down to an individual kid (family) goal.
  - Cost Per Kid / Commission = Sales Per Kid
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
  - Make it a fun event; have food, snacks, games, door prizes, etc.
  - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all families.
  - Highlight all the program activities the unit is planning on participating in.
  - Information on the sales goal per kid so there are "no out of pocket expenses".
  - Best method of communication; email, phone calls, social media, video chats, etc.
  - How often you can plan to send out communication pieces.
  - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct families to [www.trails-end.com](http://www.trails-end.com) for additional information about online selling and additional selling tips.
  - Text APP to 62771 to download the Trail's End App.
- Encourage all kids to also go door-to-door with a parent.
  - Two out of three customers will buy when asked.
  - Set up a sale territory for the kids.
  - Less than 20% of all households have been asked to purchase popcorn.
  - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
  - Set up schedule for kids to sign up for shifts through the Trail's End App.
  - One kid per two-hour block is ideal.
  - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to kids, and ensure deliveries are made to customers.
- Collect money from families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit, not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.