Sales Goals

Before you get started, create a unit goal and a per Scout goal! This will help guide how much popcorn to sell!

\[
\text{\$ total activities for the year / 31\% = \$ unit goal}
\]

example: $10,000 / 31\% = $32,258

\[
\text{$ unit goal / \# Scouts = \$ per Scout goal}
\]

example: $32,258 / 50 Scouts = $645

New Strategies for 2020

DRIVETHRU SALES

Traditional Show & Sell methods of sitting at a table in front of a store present potential increased exposure risk for Scouts and will likely not be allowed from most retail locations this year. It is recommended that units convert their Show & Sell plan to a drive thru sale plan, by asking retail locations, their chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, and maintain safe social distancing practices.

STEPS TO SUCCESS

**Identify Locations** - Look for high traffic locations with good visibility for potential customers to find you. Great spots might include parking lots for grocery stores, movie theaters, shopping centers, ball fields, or your chartered organization!

**Initiate conversation with location** - Contact the desired location where you would like to have a Drive Thru sale and see if you can set up a location in their parking lot. If they’ll allow you, you could have a typical Show & Sell outside the store entrance with proper social distancing measures.

**Other Tips & Tricks** -
- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Minimize contact by using a bin or tray to place popcorn and money in to handle the transaction between customer and Scouts. Consider something that can be easily cleaned between transactions.
- Keep stock of popcorn under table to limit contact and shade from sunlight & only pull out product requested by customer or consider using coolers without ice for storing chocolate varieties
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e. 1 person is handling money, 1 is handling popcorn)
- Use posters to advertise price and sales goals that also encourage social distancing
HEALTH AND SAFETY

The health and safety of our Scouts, leaders, and customers is of the utmost importance. It’s important that the following recommendations from the Kentucky Department of Public Health are followed.

Practice Social Distancing by doing the following –
- Maintain 6 feet of social distancing while working Show & Sell booth or Drive Thru
- Use heavy-duty tape to form a flow for customers to follow throughout the sale
- At a Show & Sell booth, ask customers to stand in a line, while spread apart

A Scout is Clean
- Wipe down all tables and chairs with disinfectant several times throughout the day
- Have hand sanitizer with at least 60% alcohol on tables for use between each customer transaction

Face Coverings
- All Scouts and leaders at booth should wear a mask or face covering

SAMPLE DRIVE THRU SALE SETUP

START HERE
- Customer drives up to Station 1
- Adult volunteer stands 6 feet away from car and takes order
- Volunteer lets Scout know what popcorn to have ready at Station 2
- Customer utilizes basket at end of table to deposit payment method
- Volunteer asks customer to roll up window while grabbing basket with payment
- Volunteer processes payment and returns change/credit card back to basket at end of table of Station 3

STATION 1

STATION 2

STATION 3

END HERE
- Customer drives up to Station 3
- Customer’s change/credit card is returned at this station
- After basket is empty and customer drives away, basket is to be sanitized
- Customer drives up to Station 2
- Scout will get order ready and place on table
- Customer is asked to open back seat or trunk of car
- Volunteer takes order from table and deposits into back of vehicle and sends customer to station 3
New Strategies for 2020

POP UP SHOPS: A neighborhood Show & Sell

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

STEPS TO SUCCESS

Marketing & Promotion - Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media - Utilize social media apps like Next Door or Facebook to market the sale.

Door Hangers - As Scouts go door to door selling, leave behind the door hangers at homes who aren’t home. Be sure to clearly mark that the customer can purchase popcorn at your Pop Up Shop with the date, time, and location of your Pop Up.

Signs - Set out signs directing potential customers to your Pop Up Shop, similar to promoting a Garage Sale.

ONLINE SELLING

Online sales August 1 thru December 31

Individual Scouts will continue to have the ability to sell online to customers, both locally and abroad through Camp Masters Online Store. Effective deployment of this strategy is more important than ever as most customers who want to support the Scouting program might be more comfortable to do so using an online platform. The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free.

- All products ship FREE and are directly shipped to the customer.
- Each Scout will get credit for what they sell as long as each Scout has a Seller ID
- The Unit Kernel and Parent/Guardian will get an email when an order has been shipped so that sales can be tracked for each Scout.

The advantage of online sales is that the Scout doesn’t have to collect money or deliver the product!

STEPS TO SUCCESS

Social Media & Email Marketing and Promotion -
- Use images, videos, and live streaming features
- Encourage your friends and family to share your posts
- Send the URL for your Scout’s profile by direct message or email
- Leverage your profile picture and cover photos
- Publish content 2-3 times per week, before 8 am, between 12-3 pm, & between 6-9 pm
New Strategies for 2020

ONLINE SELLING (continued)

PRODUCT LINE UP

The Camp Masters Online Sales has different products it has been expanded this year! Not only does the online sales

ONLINE PROMOTION

Before promoting your online sale, families will need to set up an online profile.

Click here to view the Video Training for Scout Registration with Scout Email Address
New Strategies for 2020

ONLINE SELLING (continued)

HOW TO SET UP A SELLER ID

To enter, view, or edit a Scout for Online Sales (Seller ID):

UNIT LEADERS: Scouts must be registered in the CAMP MASTERS system to receive sales!

• **Step One:** Log in to the CAMP MASTERS system and click “Setup / Invite Scouts.”
  The list of current Scouts registered in your Unit will be displayed.

• **Step Two:** Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.

• **Step Three:** For the remaining Scouts, make sure their contact information is correct. Then select them by clicking the box to the left of their names. And then select “Send Sign-On Link.”

  This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.

• **Step Four:** For new Scouts, select the “Setup / Import Scouts” option from the dashboard.

• **Step Five:** Click the “Import Scouts” button and upload your Excel spreadsheet.

• **Step Six:** Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the “First Row Has Headers” box.

  You’ll see a data preview as you assign each field for import. Once complete, click “Import.”
  You’ll see a green success box once imported.

  If you get an error, check your spreadsheet rows again carefully for typos.

Once the Unit Leader sends the Scout their single sign-on link they will have access to their keycode and can promote themselves from their Dashboard via email, Twitter, Facebook, etc. This will include their keycode and a link they can send with instructions for the consumer when they contact them from Promote Yourself Online link on Dashboard.

Scout can upload picture & write a personal note in box provided. Facebook, Tweet or Email friends and family using the fields “Invite Someone to Support You” or “Share your Keycode or online link.” The message will contain a link to take the consumer directly to the Scout’s ordering page: www.popcomordering.com*

Before your unit kickoff, create a Seller ID for each Scout in your unit
New Strategies for 2020

SAMPLE EMAIL / SCRIPT

Hello [NAME],

This is [YOUR NAME] from Scout Troop [Troop #]. Our Scouts are holding our annual popcorn fundraiser this year. The funds raised support their ability to participate in our local Scouting program.

Due to the coronavirus, it’s going to look a lot different this year. However, with everyone’s safety guidelines in mind, I wanted to reach out regarding hosting a Show-N-Sell at [STORE NAME] in [MONTH].

Much can change between now and then, so I’m not looking for a definite answer today. What I’d like to do is confirm you’d consider it and then reach back out for a yes or no as the date draws closer.

Can I reach back out in [A MONTH, A FEW WEEKS]? 

OTHER ONLINE SELLING TIPS & TRICKS

Create a sense of urgency. After all, popcorn season only comes around once a year! Counting down to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.

Make an impression. Use clear, eye-catching photos in your marketing materials. This may include pictures of the different popcorn you’re selling, Scouts in uniform, or something tied to the sales goal.

Highlight products. Share the top-selling products in your lineup! Do you have a new flavor available for purchase?

Unit Seller ID. Consider creating a generic Seller ID for your unit. Utilize Facebook ads, neighborhood posters, etc. to promote sales in markets individual Scouts might not be able to reach.

Door Hangers. Add your Seller ID information on each door hanger so customers can purchase and have the product delivered directly to their door!

Scouts who sell to other homes in their neighborhood tend to have the highest positive response from customers. This is the BEST way to sell popcorn!

CORPORATE SELLING

Encourage parents to utilize the “Take to Work Order Forms” to help boost their Scout’s sales or email the link to all coworkers. The Scouts who have had the biggest success with corporate sales are when popcorn is purchased as employee gifts.
New Strategies for 2020

STEPS TO SUCCESS

Show and Deliver - Scouts who sell door to door with product in hand have a higher rate of sales than using the order form to collect orders. Show and Deliver is just like Take Order sales, but you don’t have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes out to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product at a later time. To participate in Show and Deliver, you need to order Show & Sell popcorn.

What’s Take Order? This method involves Scouts going door-to-door to take orders for popcorn. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad’s co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale. Do not fill Take Orders from Show and Sell and Show and Deliver inventory until after the sale.

NEW THIS YEAR! Door Hangers -
• Door hangers are a great “Leave Behind” that a potential customer can complete to place their order.
• Customer can review product, complete an online, or call to place an order.
• Can be used to drive potential customers to visit a Scouts’ Pop Up Shop to purchase product in person

Signs - Set out signs directing potential customers to your Pop Up Shop, similar to promoting a Garage Sale.

SAMPLE EMAIL / DOOR TO DOOR

“Sir/Ma’am hello my name is ____________,

I am a Scout with Pack/Troop _______ here in _______.
We are selling popcorn to raise money for our unit to attend camp. You can help us by trying some of our DELICIOUS popcorn. You will help us, won’t you?”