

# 7 Good Reasons Boy Scouts Should Sell Popcorn

*(It's not "just" for Cub Scouts.)*

## 1. Boy Scouts Costs More Than Cub Scouts

The average cost nationwide of Boy Scout Camp is around \$300 for an exciting, fun-filled week. With the other costs of equipment, other camping trips, transportation, uniforms, awards, registration, etc., any Scout could easily have the entire year paid for through popcorn sales.



## 2. Merit Badges!



There are requirements in at least 13 Merit Badges that can be completed using the popcorn sale.

For example, Eagle-required badges like **Personal Management** and **Communication** have requirements that can use the sale as well as **Public Speaking**.

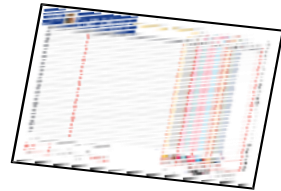
The **Salesman Merit Badge** can be completely done using the popcorn sales.

For example #5a: "Help your unit raise funds through sales of merchandise or of tickets to a Scout event." Or #3: Write and present a sales plan for a product or service and a sales territory assigned by your counselor.

**American Business Merit Badge** requirement #5: "Run a small business involving a product or service for at least three months. First find out the need for it. ... Keep records showing the costs, income, and profit or loss?"

## 3. Boy Scouts Should Have a Customer Database

If a Boy Scout was a Cub Scout at a Pack that sold popcorn, hopefully he's kept his Take Order forms. When the sale starts, the Boy Scout should first visit his previous customers and ask if they would like to re-order what they ordered last year or upgrade to a higher item. He can also tell his customers what he did with that money he earned.



When evaluating fundraisers, look at the amount raised versus the amount of time spent. By asking previous year's customers, the amount of return vs. time is extremely beneficial. In an interview with the top ten selling Scouts last year, all of them stated they started with their existing client base on the first day of the day.

## 4. Boy Scouts Sell More than Cub Scouts

Often the perception is that popcorn is a "Cub" thing. But the fact is, the top selling scouts in the Nation are Boy Scouts.

## 5. They May Be Really Good at It

If a Scout has been selling since a Tiger, he's had 5 years of practice. With their client database, they can raise some "easy" funds for their Scouting year.



## 6. Can Still Make Money for College

If the Scout ever earned enough for the Scholarship Fund, then the more he sells, the more he'll have for college.

Why deny that Scout money he could earn for college?



## 7. Online Sales

Online selling has become more robust in recent years. Popcorn variety, packaging and delivery costs have been improved and are comparable to other online businesses. The Scout does not have to visit neighbors, stand in front of store or deal with cash and delivery. A few moments in the home working on a well-crafted email to friends and relatives (or maybe even creating a video!) can result in good sales.

## A Final Note

Even though your Troop might have another fundraiser, consider offering popcorn. Scouts should have as many opportunities to fund THEIR Scouting year. Popcorn is a known national product that supports Scouts, is easy for the Troop to offer and can be very beneficial for the Scout.



