

Plan Now for Popcorn to Fund Your Scouting Adventures!

In just a few short months, school will begin and so will the annual Poptober sales campaign. With a little advance planning and the right "Popcorn Kernel" for your Scouting unit, your commission from the popcorn sale can fund your ENTIRE year of Scouting.

"We certainly don't want our Scouts out selling things year round to pay for their Scouting program. That's not what Scouting is all about," said Council Popcorn Chairperson Randy Bradshaw. "We put a lot of time and energy into offering a popcorn sales campaign that motivates the Scouts and supports the volunteers so that after the sale everyone can enjoy a fully funded Scouting program that fulfills the promise of scouting and doesn't nickel and dime mom and dad throughout the year."

Spending a little time planning your popcorn sale can net some big results when the orders begin rolling in. The most important part of a successful sale is having the right leadership in your unit coordinating your efforts. A good candidate for this position might be someone who has a Scout that has sold high numbers in the past, a parent with a sales background, and/or a high energy personality that can keep Scouts motivated and enthusiastic about reaching their goals. Click [here](#) to see a job description for your unit kernel.

Ideally, you want to get this person recruited now so that they can begin planning your popcorn sales campaign. "We highly recommend every unit to go through the Ideal Year of Scouting planning during the summer months," said Bradshaw. "This will give you great information to share with your parents to kick-off the campaign." You will be able to explain the monthly program activities, how much they cost and what the goal is for each scout in order to fully fund the Scouting year. Parents will love the fact that they can get involved with the sale and then not have to worry about future Scouting expenses. Click [here](#) to download the Ideal Year of Scouting information.

The first important date is in August. Your district will have a Poptober Pep Rally training that is vital for all unit kernels. At this meeting, you will get tips and hear success stories that will help you plan for the sale. Most importantly, you will see examples of exciting kick-off meetings that you can use for inspiration to help you motivate your Scouts for success. Attending this meeting is the **ONLY** way to receive a FREE Coca Cola Kick-off Kit full of prizes and goodies for your unit kick-off meeting. Click [here](#) to find out when your Poptober Pep Rally date is set. If you can't make the one in your district, feel free to go to another.

The sale will kick-off on Saturday, September 12 and will conclude on October 28th. Click [here](#) for a complete popcorn calendar. When you recruit the Popcorn Kernel for your Scouting unit, please be sure to have them go [here](#) to give us their contact information and let us know your unit is planning to sell. They will then be connected to our popcorn network that will provide important information throughout the sell.

Thank you for supporting the popcorn sale...more than \$3 million was earned for our local scouting programs last year! Let's keep up the good work!