

6 Steps to a More Successful Fundraiser

1. Planning and Budgeting

- Develop your annual program in advance
- Assign a cost for each program activity
- Total your expenses to have your budget

2. Goal Setting

Your budget total will become your Unit's popcorn income goal.

$$\frac{\$ \text{Income Goal}}{\text{Unit's Popcorn Commission}} / \frac{\text{Unit Sales Goal}}{\text{Unit Sales Goal}} \% = \$ \text{Income Goal}$$

$$\frac{\$ \text{Unit Sale Goal}}{\text{Unit Sale Goal}} / \frac{\text{Number of Scouts}}{\text{Number of Scouts}} = \$ \text{Per Family Sales Goal}$$

Remember to set goals for each Family!

3. The Unit Popcorn Kickoff

Checklist for a successful Unit Popcorn Kickoff

- Communicate the per-family Sales Goal
- Showcase your incentive program to motivate the Scouts
- Skits and Role-playing activities
- Tools from council

4. Incentives

Make incentives a part of your pack or troop's Popcorn program.

- Modest Weekly Prizes

5. Unit Structure

Establish a communications structure that will make the most out of your Pack or Troop's resources.

Popcorn Kernel → Den/Patrol Captains → Scouting Families

6. Selling Methods

The more selling methods your unit uses, the more you'll sell!

- Take-Order
- Show & Deliver
- Blitz Days
- Corporate Sales
- Selling at Work