



BUILDING CHARACTER

ISSUE 1

JULY 6, 2015

Welcome to BUILDING CHARACTER, the official newsletter of the Northern Star Council's 2015 Popcorn sale. This weekly newsletter is meant to help Unit Popcorn chairs and parents have a fun and successful popcorn sale. It will be filled with Tips, Information, advice and even "Breaking News". Subscribe at www.buyscoutpopcorn.com or email popcorn@nsbsa.org.

SUMMER TO DO LIST

Each week, we will highlight one or two things you can/should be doing over the summer to make your sale successful and more importantly, make your role as Unit Popcorn Chair easier and fun!

July 6—THIS WEEK

- Sign up for a Popcorn Seminar & Recruit Help
- Set a date for a Popcorn Kick off
- Recruit help!

July 13—NEXT WEEK

- Schedule Storefronts
- Unit Budget & Set Scout & Unit Sales Goals
- Gather Contact info for Parents of Sellers

RECRUIT HELP!

Involve parents, friends, family & Scouts. Give them small tasks to get them involved and to make your job easier. Look for people to assist with:

Help with the Kickoff. Who's a person who will dress up act goofy and get the Scouts excited?

Pick up or store popcorn. Someone with a large vehicle, or lives or works close to the distribution center.

Den or Patrol Leader Contacts. Who can help you relay information and successes about the sale?

Storefront Captain. Someone that has good organization skills to schedule Scouts and parents at sites.

And more... Getting people involved at a smaller level allows everyone to be part of the sale.

SALE DATES

Popcorn Sale Starts	Sept 18
Popcorn Sale Ends	Oct 25
Full calendar is at buyscoutpopcorn.com	

SIGN UP FOR A POPCORN SEMINAR

2015 Popcorn Seminars help "craft" your sale for your Unit to have a successful year with great ideas for your Scouts! Attend a Super Saturday Seminar!

- Become more familiar with the upcoming sale
- Exchange ideas & have questions answered by experienced chairs
- Learn proven methods of running a popcorn sale
- Pick up your Kickoff Kit
- Win part of thousands of dollars in door prizes!

SUPER SATURDAY POPCORN SEMINARS

Super Saturday seminars are designed so the Unit chair can bring the family to have fun while they learn about their role as popcorn chair. Super Saturday Seminars are a proven way to reach your Unit's goal with ONE fundraiser. Units who attend the 2015 seminar receive 3% commission increase.

New Chairs 8:30-9:15am

Sale Seminar 9:30-10:30am

Post seminar Q&A breakouts 10:45-11:30

Sat. Aug. 1—Mall of America

Sat. Aug. 8—New Hope Cinema Grill

For more details on the seminars, or to sign up, visit www.buyscoutpopcorn.com

SET A KICK OFF DATE

Pick a date to kick off your popcorn sale. Make it part of a larger meeting to reach the largest audience! More details about how to run a great Kick off will be in a future newsletter, but get it on the calendar now!

POSSIBLY WIN FREE STUFF!

Council Volunteers will be randomly stopping by up to 4 units per district to hand out free prizes while units are doing popcorn sale kick offs!