

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

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 13—THIS WEEK

- Schedule Storefronts
- Unit Budget & Set Scout & Unit Sales Goals
- Reminder: Sign up for a Popcorn Seminar!

July 20—Next week

- Gather Contact info for Parents of Sellers
- Create Parent Information Sheets

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 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

UNIT BUDGET & SALES GOALS

Work with your Unit Committee and look at your Unit's budget, it will help you plan the sale.

Set a Maximum Budget with wants, and a minimum budget that only addresses Unit needs. Then you can start to look at setting goals.

Take the Minimum budget number, divide it out by the number of Scouts to get the amount needed per Scout.

$$\begin{array}{|c|} \hline \$60 \text{ Per Scout} \\ \hline \end{array} \div \begin{array}{|c|} \hline .35 \\ \hline \text{Commission} \\ \hline \text{(35\%)} \end{array} = \begin{array}{|c|} \hline \$171 \\ \hline \text{PER SCOUT} \end{array}$$

Divide that number by your commission percentage to determine how much in sales.

$$\begin{array}{|c|} \hline \$2400 \\ \hline \text{MINIMUM PACK} \\ \hline \text{BUDGET} \end{array} \div \begin{array}{|c|} \hline 40 \\ \hline \text{SCOUTS} \end{array} = \begin{array}{|c|} \hline \$60 \\ \hline \text{PER SCOUT} \end{array}$$

Do this for a maximum budget amount as well.

When you present at the Kickoff to Parents and Scouts, show them the difference in activities the unit can do with the Minimum and Maximum budgets.

Create a per Scout goal based on the formulas above. Create a unit incentive for any Scout who reaches that goal. *More on this in a few weeks.*

Break down sales to be less intimidating. Use the sales breakdown chart at buyscoutpopcorn.com

Hold a celebration for a great year of sales

SCHEDULE STOREFRONTS

A great way to sell popcorn and be in the community is to schedule a storefront sale. Remember 2+2+2. 2 Scouts, 2 parents for 2 hours at a time. Be respectful of customers and you will be able to come back!