

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 20—This week

- Gather Contact info for Parents of Sellers
- Create Parent Information Sheets
- Create Unit level incentives for the Scouts

July 27—NEXT week

- Sign up for a Trails-end.com Account
- Plan your Kick off Agenda

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 make up dates, visit www.buyscoutpopcorn.com

GATHER CONTACT INFO OF PARENTS OF SELLERS

Decide what the best communication method is for your popcorn sale. Email, phone, texts, facebook or a combination. Work with your committee to create a database that can send quick information to parents (or older scouts) of popcorn sellers and make sure you give them notice of the method you use. Make sure to have a plan to include your newly recruited Scouts you get in the fall.

CREATE PARENT INFORMATION SHEETS

Already done for you! They are included in the sales guide this year. Check out a seminar to pick up!

CREATE UNIT LEVEL INCENTIVES FOR YOUR SCOUTS

One of the best things you can do is to motivate your Scouts within your own unit with prizes. Talk to your unit committee about investing in the sale and providing great incentives to the Scouts. There are a lot of ways to help promote your sale and get your Scouts excited.

BLITZ PRIZES—Plan a Saturday morning neighborhood blitz where all the Scouts sell to every house. Meet back for lunch and celebrate the sales with prizes.

NO DISHES—For Troops/Crews. The top selling Scout does not have to do dishes the entire week of camp.

HOUR MESSAGE FOR MOM/DAD—Top selling Scout in each den get a hour massage for mom or dad.

PIE O' PRIZES—Bring a assortment of prizes (LEGOS, camping gear, etc) to the Unit Kickoff and tell the Scouts that the top seller for each week gets to pick from the pile of prizes.

PIE IN THE FACE—Set up a program where a certain level of sales earns the Scout the right to throw a whip cream pie in the face of a willing adult leader.

What's your favorite Unit Prize incentive? Email Bill at Billa-h@nsbsa.org and your name goes in a drawing

for some gift cards!