To ensure the SUCCESS of your Unit’s 2020 Popcorn Fundraiser and maintain the SAFETY of your unit’s Scouts, consider doing any or all of these

**2020 POPCORN SELLING OPTIONS**

**Online Direct:** Utilize your Scout online sales account to take customer orders. Easier and safer than ever for Scouts to sell to friends and family

1. Scouts set up their Online Direct account by downloading the Trails End App, then share their fundraising page via email, social media, and text messages.
2. There’s NO WORK for the Popcorn Kernel and Scouts can fundraise year-round
3. Product is paid for with customer’s credit or debit card
4. Product is shipped directly to customer. Customer pays $7.99 for first item, then $0.99 for each additional item purchased.
5. Due to temperature constraints, if customer’s orders contain chocolate products, their order will not be shipped until October

**Take Order:** Product you need to fulfill Scout’s undelivered orders

1. Scouts collect orders in the app, or on their Take Order form, and mark product “undelivered” to be delivered at a later date
2. Take Orders are product the Scout and Unit does NOT have on hand (in their unit product inventory)

**Show & Deliver (aka “Wagon Sales”):** Selling product you have on hand when selling door-to-door.

1. Scouts bring product door-to-door to customer residences to ask for support
2. This method is great for Scouts who prefer going to neighborhoods, close to their home
3. Product is carried with the Scout in a wagon or vehicle, making it quick and easy to process for the customer

**Money is collected before leaving the product with the customer.**
Show & Sell: Selling product you have on hand when working storefronts

2. Get permission to sell in front of a retail store, gas station, or other high traffic location in your community.

3. Have plenty of products for people to buy.

4. Use a credit card square to increase sales

Selling at Work: Scouts have their Take Order forms or online app and sell directly to parents/guardian’s co-workers.

Phone Calls: Call family, friends, neighbors, etc. and make sale over the phone.

1. Call customers and make popcorn sales over the phone. Make sure you collect the street address & email address for your customers. (Just in case you want to call them again, or verify their pickup time)

2. Tell your customer, your unit will meet at (indicate location) on (date), from (time).

3. Schedule a time so your customer can stop by the location to pick up and pay for their product.

4. Units can treat this as a “curb side” pickup to ensure safety.

5. One adult, wearing gloves, should handle and record all money collected.

USE ANY, OR ALL, METHODS YOU AND YOUR SCOUT FAMILIES FEEL COMFORTABLE WITH!!

Unit Ordering Hints:

1. **Decide how much to order** – initial Show & Sell order should be no more than 50% of your prior year’s sale (based on your prior year popcorn invoice.

2. **Place your order** online, then **pick up** your product (see calendar for order and pickup dates/locations)

3. Show & Sell and Take Orders are picked up at district specific locations. The Replenishment Order is picked up at the Maytag Scout Center (see calendar for dates)

4. All product is ordered **IN CASES** not individual containers. Containers not needed to fulfill Scout Take Orders should be sold as Show & Sell at a Storefront location. **Due to COVID-19 Product cannot be returned.**

5. Utilize **MIC’s “Popcorn Swap” Facebook site** to transfer unneeded product from one unit to another. Post frequently for extra product you have available to swap, or product you are in need of.