

COUNCIL CAMPAIGN LEADERSHIP

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Council Kickoffs

Monday, August 25<sup>th</sup> – 7 p.m. – Hamilton Scout House – 375 James St South, Hamilton

Wednesday, August 27<sup>th</sup> – 7 p.m. – Preston Scout House - 1580 Queenston Rd, Cambridge

Tuesday, September 2<sup>nd</sup> – 7 p.m. - Jarvis Lawn Bowling Club – 5 Keen St, Jarvis

Wednesday, September 3<sup>rd</sup> – 7 p.m. - Camp Wetaskiwin – 3072 Scout Camp Rd, Thorold

Leading – the Difference Maker

Successful Scout Popcorn Campaigns have three primary elements that make it so. Planning, Organizing and Leading. When done well, these three things bring focus to the campaign and confidence in the minds of our Scouting families.

**Planning – Vision**

An advantage with the Scout Popcorn Campaign is the planning is very easy. Here is why:

- The product line has been determined;
- The reward program has been provided;
- The Council has clear deadlines;
- There is an online system for ordering and tracking;
- The delivery dates are very reliable.

Part of the planning is to establish a Group sales goal and once that has been done, you simply put to paper the what, where, when, who and how. It doesn't need to be elaborate and putting the plan to paper creates a mental contract with yourself. It makes good business and remember, "*one who fails to plan is planning to fail*". – Ben Franklin

**Organizing – Things**

A good portion of your time will be spent organizing activities that bring the plan to life. Sales form delivery, kick-offs and order collection all require you to organize your time, the paperwork and logistics. It is not a lot of work as there is a good flow between one task to the next which helps keep it on track.

Oftentimes, planning and organizing the Campaign is as far as people get and those campaigns are usually good, however if you want to grow and exceed expectations the campaign will need leadership. Leading is the people side of a campaign.

**Leading – People**

Group Campaign Leaders who want to see Scout Popcorn meet its full potential will demonstrate leadership. There are lots of books and articles on "leadership" but it can mostly be summed up as: Leaders....

- Connect people to mission and goals, providing purpose to why we are doing what we are doing;
- Maintain focus and help people to keep the goal in mind e.g. More kids camping!
- Provide clear, simple and timely communication;
- Generate enthusiasm by being enthusiastic;
- Enlist people to help, if just a little bit;
- Engage other leaders to motivate youth;
- Make it exciting for everyone, surprise them;
- Thank people;
- Celebrate successes, no matter how small.



## RECRUITING A CAMPAIGN LEADER

Does the person coordinating your Group's Scout Popcorn Campaign also seem to be doing everything else? Having a Group Campaign Leader can make the difference between a routine campaign and a rip-roaring, exhilarating, revenue generating extravaganza.

It is regrettable that when all the work is hoisted on to one person, their attention is split in several different directions. The end results are often disappointing for everyone especially the person trying to do it all. Group Commissioners and Administrators have enough to do and appointing someone to take on the leadership of the Scout Popcorn Campaign is a great way to even out the workload and maximize the effort of our Scouting families selling Scout Popcorn.

Recruiting a Group Campaign Leader might be easier if they knew that there is a proven methodology that provides sure-fire results... AND it doesn't require a full year's commitment. There is training available and a tremendous amount of support close by. Some parents might find this type of project exactly what they are looking for and have the high level of energy to meet your group's potential.

Consider who amongst your parents might respond well to the challenge of growing the campaign in your community. Are there any sales or marketing professionals within your Group? That might be a good place to start. Enthusiasm and a commitment to follow the recipe for success are the only pre-requisites.

Remember to follow the Scouts Canada Child and Youth Safety Policies when recruiting a volunteer to this role.

For a complete job description visit:

<http://bat.scouts.ca>

Scouters>Resources>Popcorn Documents>  
Leadership Job Descriptions

## CONNECTING PEOPLE TO THE PURPOSE

Good Campaign Leaders know what makes the difference...**COMMUNICATION!**

When a Group talks first about the upcoming year's program and then talks about how Scout Popcorn will help bring the program to life, Scouting families become more connected to the purpose of the campaign.

**Communicating** what's in store for the year takes a little bit of effort and there is a tool available to help called a "[Year-At-A-Glance Program Plan](#)". This easy-to-use template enables Sections to briefly highlight program emphasis and special events in a dynamic layout. It's not just a good tool to use for the Campaign, it's also great to use in encouraging youth to come back or new youth to join up. Check out [www.scouts.ca/js2g](http://www.scouts.ca/js2g) for more resources like this.

Having a Group budget and **communicating** it to our Scouting families is important as well. It shows parents and youth that the money raised is specifically used for program materials, equipment, special events and other things related to a fun, safe and dynamic program. Sharing the budget with the Scouting families help engage them in the life of the Group, shows transparency and helps gather support for the fall Scout Popcorn Campaign.

The budget also helps the Group establish a Scout Popcorn Campaign Target from which an individual sales goal can be established. **Communicating** the Group's sales target helps create a common purpose for everyone to get behind and an individual sales goal helps to establish ownership in achieving the target.

Ensuring you have a great Campaign Kick-off is just another form of **communication** and it's fun! The Kick-off provides for a time to make sure our Scouting families know about why you are selling Scout Popcorn and how the funds are going to be used. It is a good way to show the youth what rewards are available. There will more on this in an upcoming bulletin, but Groups should be planning to throw the best kick-off ever this year.

## YOUR GROUP'S COMMUNICATING PURPOSE CHECKLIST

- Every section has a Year at Glance Program Plan.
- The Group has a budget for 2014-2015
- The Group has established a Campaign Target
- The Group has established individual sales goals
- The Group is planning their Best Kick-off ever!

Great Scout Popcorn campaigns rarely just happen. With a little bit of planning and the right amount of communication, your Group's Scout Popcorn Campaign can fund an entire year worth of Scouting.

## A NEW LOOK TO PACKAGING IN 2014!

Most of the pre-popped product this year will be packed in new pillow pack packaging. This means there will be twelve to a case and Area Campaign Leaders will help facilitate ordering to ensure no group has to order a whole case to fulfill a single unit order.

