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**2014 REWARDS PROGRAM**

Setting goals and goal attainment is a very valuable lesson and the Scout Popcorn Reward Program can support this life-lesson. It's not easy for a child to understand the value of selling Scout Popcorn and its direct and immediate relationship to going to camp or the purchase of new tents. The use of incentives to motivate sales is a good way to bridge this gap and is a proven tactic in increasing sales. It also helps show the youth what determination can achieve. It's a fact, youth like rewards and everyone likes to be told they did a good job.

Keeping a Rewards Program simple while ensuring the rewards transcend the age differences of our sections can be a challenge and the current use of large and accessible store gift cards seems to meet this challenge.

Posted to the Council Website are two documents related to the Rewards Program. The first is titled "Scout Popcorn Rewards Flyer" and the second is "Scout Popcorn Rewards - Rules and Stipulations". The Rewards Flyer is the basic overview of the program while the Rules and Stipulations give the details.

**2014 SCOUT POPCORN CREST**



**TRAILS END POST-SECONDARY SCHOLARSHIP PROGRAM**

Did you know that Trails End recognizes youth through their Post-Secondary Scholarship Program? Youth who sell \$2500 in popcorn will receive 6% of their total sales invested into their own post-secondary scholarship account. Youth only need to hit the \$2500 mark once and 6% of their sales each year following will be added to their account.

**CONSIDER A GROUP REWARD PROGRAM**

Groups oftentimes have their own reward program and are usually able to find donations from businesses to help reward top sellers. Groups should also consider rewarding sections when they hit sales goals. This helps build sales and encourages youth to work together. Some Groups have established individual youth accounts where a portion of the profits goes toward his/her participation in future Scouting activities and/or membership fees. This type of reward is very popular, but it needs to be set up correctly with clear rules and stipulations. Contact the Council Administrative Centre for advice and counsel.

## THE MYSTERY HOUSE

### BUILD EXCITEMENT IN YOUR CAMPAIGN

Scout Popcorn has been very successful to-date. But most coordinators would say much of the sales are attributed to purchases made by family members and friends. Very few youth canvas their neighbourhood door-to-door.

The market for Scout Popcorn is tremendous and youth who actively pursue sales door-to-door are more often greeted enthusiastically. It is not uncommon for a youth to be rewarded with a sale two out of three times. AND nine out of ten customers will buy again if asked.

One methodology to encourage door-to-door sales is to set aside a "blitz day". On this day, every youth would be encouraged to canvas their neighbourhood.

To build excitement into this proven sales method, secretly select a few mystery houses and have a prize waiting there. The Mystery House would present the prize to the youth who shows up to sell Scout Popcorn.

Avoid using Scouting family houses, but rather look for some of your friends or colleagues. Having a few Mystery Houses lined up helps to ensure the excitement carries through the day.

Prizes don't have to be extravagant and the Scout Shop has ton ideas that fit into any budget. If you are fortunate enough to have a local business willing to provide an exciting prize like an iPod, you will really generate a great degree of enthusiasm and subsequently a great number of sales.

Remember, the Mystery House is just one type of incentive prize a youth member can win.

Have you heard of "The Square"? Some groups have taken advantage of this neat gadget to help with door-to-door and Show-&-Sell sales. Check out the Scouts Canada guidelines for more information:

<http://bat.scouts.ca/ca/resources>

See Document: **Finance Operations**

## 5 UP – 5 DOWN

### CHALLENGING YOUTH TO REACH THEIR FULL POTENTIAL

As a starting point to encourage youth to sell door-to-door, challenge them to approach the 5 Houses "up" and then the 5 houses "down" from their home. Assign this as homework to be done before your next meeting.

At the next meeting, spend some time with the youth to determine their success. They may find themselves in striking distance of a really cool incentive prize. Encourage them to try the next set of "5 Up and 5 Down" houses.

Aside from the fund-raising element, Scout Popcorn provides an opportunity to teach and develop important life-skills. Street proofing is one example that has immediate and lasting benefits for youth. Most would agree that presentation and sales are skills everyone uses. Teaching youth these skills doesn't turn them into pros, but it will go a long way to develop social confidence.

## Safety Rules

- Never enter anyone's home.
- Never sell after dark unless you're with an adult.
- Don't carry large sums of cash.
- Always walk on the sidewalk and driveway.
- Always sell with another scout or with an adult.

## Selling Tips

### ALWAYS:

- Wear your uniform
- Smile and introduce yourself.
- Tell your customers why you are selling popcorn.
- Know the different kinds of popcorn you're selling.
- Say "thank you!"
- Make a copy of your order form.
- Have a clean order form with a pen.

A door-to-door sale also helps to keep Scouting in the public eye. It creates curiosity and generates support for our youth and the Mission of Scouts Canada. Prepare the youth for some of the questions they might get from their neighbours. These questions might include topics like what the funds are being used for or what the Pack might be planning. Don't forget to highlight some of your section's community service activities.

### A HELPFUL SCRIPT

Hi, my name is \_\_\_\_\_. I'm a \_\_\_\_\_ with \_\_\_\_\_ Scout Group.

I'm selling popcorn so I can \_\_\_\_\_.

You can help me reach my goal by trying some of my popcorn!

Will you please help me?