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## ARE YOU READY?

It's here! September is upon us and a brand new Scouting year is just waiting to be launched...and so is 2014 Scout Popcorn Campaign. Hopefully you have all you need to get the campaign underway. If not, please contact your Area Campaign Leader.

Here is a quick checklist to help you keep track of the more urgent things you need to do to help make this year's Scout Popcorn Campaign the best ever.

- Have the Group Committee set a Sales Target.
- Ensure there is understanding with Group Committee and Leaders as to why they are selling Popcorn. Extend that to Youth and Parents.
- Ensure you know who your Area Campaign Leader is and keep in touch with them.
- Ensure you have enough forms for every member in your Group.

A strong campaign kick-off for your Group or Section can make an unbelievable difference in the sales. Don't be satisfied with just giving out the forms. One of the most important things you can do is ensure every youth and the parents know the specific reasons as to why the Group is selling Scout Popcorn. Introducing the incentive program is a sure-fire way to get the youth interested.

Here are a few other things you might try to energize a Kick-off meeting:

- Make the Kick-off into an event.
- Borrow the Council's popping machine and fill the hall with the smell of fresh Scout Popcorn.
- Talk about the Incentive Prizes
- Introduce a sales challenge along with a reward or a leader consequence if they make the target.
- Do role-plays and set up skits of "things not to do" when selling Scout Popcorn.
- Set up a blindfold taste test to determine just how good our Gourmet Scout Popcorn really is.
- Use your imagination and make it an event to remember!



## SCOUT POPCORN VS. OTHER FUNDRAISERS

### You can't argue with success!

What does your Group consider when trying to decide what fund-raising methodology they should use? Chances are profit margin is a key factor. Did you know that on average 60% of the price of Scout Popcorn supports Scouting and over 90% of that stays at the Group level? That is a phenomenal return.

When you consider that 2 out of 3 people will help support Scouting through the purchase of Scout Popcorn and 9 out of 10 would do it again, it is hard to argue with the potential profits that can be made. Consider this: If a Scout was to approach 9 homes, and 6 of them purchased the 18 Pack Unbelievable Microwave Butter, the Group will realize \$61.00 in profit.

If the average profit from a \$2 chocolate bar is slightly less than a \$1.00, a youth member would have to approach at least 67 consumers to make \$61.00 profit for the Group. Most of us can remember doing bottle drives when we were kids and I remember it wasn't a lot of fun and it was dirty. Consider how long it takes to collect 610 bottles just to get the same return as Scout Popcorn.

When a consumer is asked to buy Scout Popcorn we tend to think that they are only purchasing the product. But in the minds and hearts of those consumers they are supporting Scouts Canada and the youth standing in front of them. What we want to reinforce is that they are indeed supporting Canada's premiere youth movement in addition to buying a top-notch product. Be sure to have youth put that first when approaching a potential supporter.

## THE TRAILS END POPCORN SYSTEM



The Trails End Popcorn System is an easy-to-use, web-based sales tool that enables Groups and the Council to manage their Scout Popcorn Sales Campaign. The system can look intimidating at first but once you start to navigate the system, you'll find it's straightforward and pretty simple!

Here are just some of the simple things it offers:

- Provides EASY electronic product order submission, directly to the local Scouts Canada Council office;
- Records and maintain group sales records;
- Provides sales history for all sales entered on the Popcorn System;
- Provides Group Order e-confirmations;
- Allows 24 / 7 User access.

### NEED HELP?

Join us for one of two Council-wide webinars hosted by our Trails-End Popcorn Rep Gary Rosenfeld.

For those of you not very familiar with the system, this will allow you to learn how to navigate and use the system and for those familiar with the system, it will serve as a good refresher.

The webinar will be conducted over the phone while you use your computer to log onto a special site that will enable you see Gary work through the system. This webinar is open to all Group Scout Popcorn Campaign Leaders and you are welcome to participate in either webinar. (The second webinar is a repeat of the first).

**You must RSVP** to get join-in instructions. The earlier you do this, the more likely you can have the pick of your time slot.

### WEBINAR DATE:

**Monday September 22nd, 2014**

**1st Webinar @ 7:30pm**

**2nd Webinar @ 9:00pm**

To RSVP, contact Debbie Maw at [dmaw@scouts.ca](mailto:dmaw@scouts.ca)