

## Planning a Campaign

### *“If you fail to plan, you plan to fail”*

Did you know that when a business or person moves a plan from conversation to being on paper, they significantly improve their odds for success? Putting goals, objectives and activities down on paper is a good way to help maintain focus, keep things organized and help manage time.

#### **Step One – Plan to plan**

Campaign Leaders need to know what is required of them and this is a critical part to establishing a Campaign Plan. Campaign Leaders and Group Commissioner need to set a sales goal for the Group’s Campaign. Once established, the Campaign Leader can then set out a plan to achieve this goal.

Our Group’s Campaign Goal	\$
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#### **Step Two – Setting Out a Sales Plan**

A sales plan is not a Campaign Plan. A sales plan outlines those specific things the Group will need to do to reach its sales goal. It is important to know the sales methods have been used before and the number of Scouting Families who have participated in the sale previously. Based on that “intel” a Campaign Leader can begin to outline a sales plan. Part of the sales plan is to establish individual sale targets.

$$\text{Individual Sales Target} = \frac{\text{Group Sales Goal}}{\text{\# of Participants in the Group}}$$

When you develop a sales plan for your Group it is important to know that the consumer of Scouts Popcorn has proven to be a repeat customer. This is because they like supporting Scouts Canada youth, and the quality and mix of the products is excellent. A strong element of your sales plan should be to seek the support of last year’s customer base. It is hoped that the Group has retained last year’s order forms so that those supporting customers can be easily identified.

Repeat customers won’t increase sales so your sales plan will need to identify how the Group will find more customers.

## Here are some things to consider:

- Does the Group expect all youth to participate in the Scout Popcorn Campaign? This could change the number of participants in your Group. It is a sound strategy to set out to increase the number of youth participants in the Group by connecting people to purpose, create enthusiasm and highlighting a rewards program.
  - Dealing with objections can be a challenge when trying to increase youth participation so it is important that you have:
    - faith in the Scout Popcorn brand
      - ❖ Snack Food is a reality and the Scout Popcorn brand offers a wide range of products with a wide range of healthy elements.
    - Scout Popcorn profits and its conversion to program
      - ❖ When you consider the risk-free ease involved and the gross revenue it generates, Scout Popcorn provides a fantastic return on effort. Depending on the product mix, 60% of the purchase price benefits Scouting and its members.
    - Youth life skill development.
      - ❖ Selling Scout Popcorn is a very good way to develop important life-skills in our youth. Providing experiences that help develop presentation and communication skills will go a long way in developing the youth's confidence and self-reliance.
      - ❖ Helping youth understand the connection between "want" and "affording" isn't always easy in a consumer driven society. But using Scout Popcorn as a practical way to set a goal (i.e.: going to a Jamboree) and the ways and means to achieve the goal (i.e.: paying the expenses to get to the Jamboree) is a good way to help them establish good financial planning habits.
- Has the Group encouraged door-to-door sales? This is still a very effective way to raise funds and it can and should be done safely. If the Group has moved away from this, but wants to increase its campaign, consider re-establishing this method.
  - Some Groups have used a 5 up, 5 down theme to help encourage youth to seek support from the 5 houses up the street from them and 5 houses down. This author's personal experience with this, with two cub age children, saw each sell over \$250 in as little as 30 minutes.
  - Another fun thing to do is declare one Saturday during the Campaign as a mystery house day. 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.
- Increasing family participation in the sale also helps. Parents are connected to many networks and using them to raise funds is often very successful.
- Frequent check-ins and along-the-way bonuses can make a big difference. Consider visiting sections to "check-in" on their sale and remind them of the great rewards.
- Setting a sales goal for each Section is very effective, but having a reward ready for them when they reach the goal is even better. Challenge the section to reach the goal and reward them with a pizza party or some other fun activity that they all can enjoy. Checking in with them on a weekly basis with a thermometer graph can only create more excitement and encourage more sales. Don't forget to coordinate this with the section's Leadership.

**List other methods and considerations that will go into your Scout Popcorn Campaign**

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Outlining to the Group Commissioner how you intend to reach the Group's Sales Goal is a good way to ensuring you have the buy-in and support.

**This is our Group's Sales Plan for 2014 – What are you going to do this year to reach the Group's sales goal.**

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So far, you have set a Campaign Sales Goal and established a sales plan. You can now begin to put the rest of it together. Here is a simple template to help you capture those activities that go into your Campaign Plan.

**CAMPAIGN PLAN AND CHECKLIST**

✓	PRE-SALE	DATE	WHO	PLANNING NOTES
	Participate in Council Campaign Leadership Workshop:			
	Establish Group Sales Goal with Group Commissioner			
	Establish a Group Sales Plan			
	Attend Area Kick-off			
	Recruit a Campaign Team to help			
	Initialize communication with Scouting Families - C.P.P.			
	Communicate Group Campaign Kick-off date			
	Plan Group Kick-off			
	Familiarize yourself with the Trails End System for ordering			
	Talk to the section Leadership about the Campaign			
	Establish Group Reward Program			

<b>√ CAMPAIGN LAUNCH</b>				
		<b>DATE</b>	<b>WHO</b>	<b>PLANNING NOTES</b>
	Conduct the best ever Group Campaign Kick-off			
	Communicate a section Campaign Sales Goal – put a prize up for the taking			
	Contact Section Leadership to determine if there are any questions			
<b>√ DURING THE CAMPAIGN</b>				
		<b>DATE</b>	<b>WHO</b>	<b>PLANNING NOTES</b>
	Visit Each Section to encourage participation and go over the rewards program. (Arrange with section Leadership)			
	Arrange for temporary storage of product while you organize distribution.			
	Recruit driver(s) and van(s) for product pick-up			
	Enter Youth into TE Sales System			
<b>√ CLOSE CAMPAIGN</b>				
		<b>DATE</b>	<b>WHO</b>	<b>PLANNING NOTES</b>
	Collect Take Order Forms and money (coordinate with Group Treasurer)			
	Build a Group Order			
	Coordinate with Area Campaign Leader for full case lots loss reduction			
	Submit the Group Order on-line			
	Compile Reward Order Form – follow Area instructions for this			

<b>√ DELIVERY OF PRODUCT</b>			
	<b>DATE</b>	<b>WHO</b>	<b>PLANNING NOTES</b>
Set distribution date of product to youth – let Scouting families know			
Arrange for Invoice to be paid to Council			
Arrange for Product Pick up from Council/Area			
Distribute Product			
Distribute Rewards			
Fill out and submit Scholarship Forms			
<b>√ POST CAMPAIGN</b>			
	<b>DATE</b>	<b>WHO</b>	<b>PLANNING NOTES</b>
Finalize a Report for the Group Committee			
Hit Thank-you button where appropriate			
Send a note to Scouting Families acknowledging success and their hard work			
Chill			