A Fun Way to Fund Your Year!

2020 Popcorn Sales
September 12th — October 31st

By selling popcorn, you unit can earn all the money it needs for a great program this coming year. Most units utilize Trail’s End Popcorn as their only fundraiser for the year. Popcorn commissions can pay for items like charter renewal fees, advancement orders new equipment, recognition banquets, and more!

Highlights and Modifications
to the Jayhawk Area Council Popcorn Sale this Fall

- The **popcorn product mix** has been re-vamped to accommodate Covid-19 challenges.
- **Commissions to units have increased** for a third year to 29%.
- The **Trail’s End App for Scouts** has been enhanced to allow Scouts to create microsites for sales.
- **New Sales technologies** for Covid-19 challenges.
- Using the app provides **free credit card processing**.
- Changes to **shipping for online orders**.
- The Council Top Sellers bonus prize incentive structure has been revised to include a number of great experiences for your Scouts and their families. See the **2020 Popcorn Top Sellers Prizes** page for details.
- **Amazon Gift e-cards for Scouts at all sales levels**: Scouts can order whatever item(s) they want on Amazon.com. This opens up the possibilities to virtually an unlimited selection for your Scouts. No handling of prizes by Popcorn Kernels!
- Extended collection period with **final payments due December 1st, 2020**.
<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>AUGUST 11th</td>
<td>TUESDAY Council Popcorn Kick-Off</td>
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<tr>
<td>AUGUST 21st</td>
<td>FRIDAY Popcorn Pre-Orders Due</td>
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<tr>
<td>SEPTEMBER 10th &amp; 11th</td>
<td>THU-FRI Popcorn Pre-Order Pick-Up</td>
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<tr>
<td>SEPTEMBER 12th</td>
<td>SATURDAY Popcorn Sales Begin</td>
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<td>SEPTEMBER 12th - 27th</td>
<td>Popcorn &quot;Blitz&quot; Sales Period</td>
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<tr>
<td>OCTOBER 31st</td>
<td>SATURDAY Final Popcorn Orders Due by 3pm</td>
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<td>Top Seller Forms</td>
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<td>Prize Order Forms</td>
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<td>Scholarship Forms with copies of Sales Guides</td>
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<td>Pre-Order Returns &amp; Payments Due</td>
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<td>NOVEMBER 19th &amp; 20th</td>
<td>THU-FRI Final Order Product Pick Up</td>
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<td>DECEMBER 1st</td>
<td>TUESDAY Popcorn Final Payments Due</td>
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<td>Last Day to submit T-shirt Orders</td>
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Product Pickup & Contact Information

Pickup Locations

All sites will be open for the Pre-Order and Final Order pickups.

Locations to be determined at a later date.

Home Delivery Options

Home delivery of your popcorn order will be offered again for a nominal fee.

Home Delivery Pricing:

- One delivery (Pre-Order or Final Order)..................$50
- Delivery of BOTH (Pre-Order & Final Order).........$75

If you have questions on popcorn pickup contact Kimberley Brummett (contact info below). Please DO NOT call pickup location.

Make sure to plan for enough vehicle space to accommodate your entire unit order (mid-size car = 30 cases; Jeep = 40 cases, Van = 60 cases, SUV = 70 cases; Full size pickup truck = 90 cases). Open beds and/or trailers should have product tied down and under tarp in case of inclement weather.

District Contact Information

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Shunga</td>
<td>Jessi Evans</td>
<td>785-276-3351</td>
<td><a href="mailto:Jessi.Evans@scouting.org">Jessi.Evans@scouting.org</a></td>
</tr>
<tr>
<td></td>
<td>Debra McKee</td>
<td>785-220-6515</td>
<td><a href="mailto:Shungapopcorn@gmail.com">Shungapopcorn@gmail.com</a></td>
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<tr>
<td>Buffalo</td>
<td>Tracey Pearson</td>
<td>785-276-3355</td>
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<td>Sunflower</td>
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<td>Sojadi</td>
<td>Zachary Mundy</td>
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<td><a href="mailto:Zachary.Mundy@scouting.org">Zachary.Mundy@scouting.org</a></td>
</tr>
<tr>
<td>Pony Express</td>
<td>Aaron Russell</td>
<td>785-276-3342</td>
<td><a href="mailto:Aaron.Russell@scouting.org">Aaron.Russell@scouting.org</a></td>
</tr>
<tr>
<td>Council Contact</td>
<td>Kimberley Brummett</td>
<td>785-276-3344</td>
<td><a href="mailto:Kimberley.Brummett@scouting.org">Kimberley.Brummett@scouting.org</a></td>
</tr>
<tr>
<td></td>
<td>Tracey Pearson</td>
<td>785-276-3355</td>
<td><a href="mailto:Tracey.Pearson@scouting.org">Tracey.Pearson@scouting.org</a></td>
</tr>
</tbody>
</table>

Settlement

- Units will only be billed an invoice amount minus their commission, standard commission is 29%.
- An invoice statement and packing slip is available to print on the unit site of www.Trails-End.com. An invoice will also be available at the pickup site.
- All unit accounts should be paid in full no later than 5:00 PM on Tuesday, December 1st.
- Prize orders will be shipped directly from BSA Supply Group, please allow 3 weeks for your prizes to arrive.
- Amazon Gift e-Cards will be emailed directly to qualifying Scouts via their Trails End Account.
1. **Attend popcorn sales orientation session:**
   a. Pick up your unit sales packet complete with order forms and important campaign info!
   b. Learn how easy and efficient it is to use the online management system through www.Trails-End.com
   c. Get tips on how to effectively plan your campaign this fall from unit kick-off victory celebration!

2. **Plan with your unit committee:**
   a. Develop Annual Budget Plan (budget tools are available in packet and www.Trails-End.com)
   b. Set a unit sales goal and a per Scout sales goal striving to meet or exceed your program budget for the year. Develop a strategy for meeting your goal.
   c. Establish a due date for you Scouts’ orders allowing you to meet the deadline for orders.
   d. If doing Pre-Order Worksheet:
      i. Unit Pre-Orders should not exceed final unit sales order from previous year.
      ii. Make sure to create a meticulous check out and return system for each Scout’s inventory to account for all sales and ensure product is stored correctly.
      iii. Consider arrangements for unit booths in addition to door-to-door sales.
   e. Plan an exciting Unit Kick-off meeting for both Scouts and parents.
   f. Plan a Unit Blitz Day event either during the first weekend of sales and/or during regular scheduled den or troop meeting in September.
   g. Promote the individual “Popcorn Campions” incentive plan. It is a great motivator for Scouts & will help your unit meet your goal.

3. **Prepare Sales Materials:**
   a. Each Scout receives a Sales Guide.
      i. Review sales guidelines, safety tips, and best practices.
      ii. Have each Scout set a personal goal and write it down on the blanks provided on the bottom section of each order form along with his/her personal information. (Leave bottom line blank until all lines are complete on each order form.) Each Scout be encouraged to sell at least a full page of orders.
      iii. Write Unit (Pack or Troop) and Unit # in the box to the right of “Make Checks Payable To:”
   b. Each Scout should receive a list of key dates and deadlines for the unit’s sale.

4. **Encourage your selling Scouts, parents, and leaders during the sales period by regularly communicating with them.**
   a. Ask each selling Scout to report their running sales totals by Monday each week.

**Continued on Next Page**
5. At completion of sale, make sure to collect all order forms and money necessary from each selling Scout:
   a. Collect each Scout’s Take-Order forms and prize information on your predetermined unit turn in date. Make copies and save.
   b. If applicable, make sure all bonus prize entries are submitted on time.

6. Coordinate Popcorn Pickup of you unit’s popcorn order from local distribution location:
   a. Your District Kernel will be contacting you to schedule a pickup time to limit delays at warehouse.
   b. Bring enough vehicles to accommodate you order”
      i. Mid-size car = 30 cases
      ii. Jeep = 40 cases
      iii. Van = 60 cases
      iv. Suburban / Explorer = 70 cases
      v. Full size pickup Truck = 90 cases
   c. Bring your copy of the unit’s popcorn order.
   d. Check for damage. Verify counts. Sign packing slip to acknowledge receipt.
   e. Home delivery of your popcorn order will be offered again for a nominal fee. Home Delivery for one delivery (Pre-Order or Final Order) will be $50. Delivery of Both (Pre-Order and Final Order) will be $75.

7. Remind parents and youth to pickup their popcorn orders at your designated unit distribution site.

8. Arrange for an on-time payment to the council service center.
   a. Prize orders and Top Seller forms must be submitted on time. Prize orders will be validated by council for distribution directly back to Unit Kernel for quickest turn-around.
   b. Deposit all checks and cash into unit checking account and make payment to Jayhawk Area Council with two unit checks – one for the Pre-Order and one for the Final Order.

9. Recognize all participating adults and Scouts for their sales achievements at the next unit meeting in December.
   a. If unit has an increase in sales over last year and/or exceeds the predetermined unit goal, plan a victory celebration with pizza, ice cream, or something fun!
   b. Thank everyone for helping the unit meet budget goals for the coming year!

10. Consider doing a report to the unit committee with ideas on how to make the sales and administration process even better next year.
Placing Your Popcorn Order & Transfers

Orders Due:

- Pre-Order: August 21st
- Final Order: October 31st

You may place your order one of three ways:

**Online with Trails End website**—Best tool to organize individual orders and submit order on time

- Contact support@trails-end.com if you do not know your username or password
- Login at www.trails-end.com
- Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
- Click the “Choose Delivery...” button and choose the order you are placing
- Enter the quantities that you wish to order in the adjustment column
- Click SUBMIT when you are finished with your order
- You will receive an order confirmation sent to your email address once your order is approved by the Council

**If necessary, by Fax**

- Fax your completed order forms to: (785) 354-8722
- Include your e-mail and you will receive an e-mail confirmation of your order

**If necessary, in Person**

- Drop off your order at the Scout Service Center at 1020 SE Monroe St, Topeka

**Final Orders are due no later than October 31st**

It is very important that you complete your orders on time. Organize it online. You will need:

- Final Order form (order by container)
- Prize Order form (complete with delivery address, street addresses only no PO Boxes)
- Payment for Pre-Order sale (one unit check only, payable to Jayhawk Area Council
- This is your last opportunity to return any Pre-Order popcorn. Using the Pre-Order Return form tally all of your returned cases and containers, on the Unit Orders tab you can now return unsold product prior to arriving at the warehouse. SEE THE NEXT ATTACHMENT for instructions.
- Once the council has accepted the product return and verified adjustments your popcorn invoice will reflect the returned products.

**Add-On Orders (after October 31st)**

The Jayhawk Area Council will have a limited amount of additional popcorn. This is available on a first come, first serve basis. This popcorn must be paid for at the time of pick up.

**Unit-to-Unit Transfers and Returning Unsold Product to Council**

Instructions are included on the next sheet in your packet. This eliminates the need to contact the Council to complete the transfers, the unit’s invoice will be updated to reflect the product transfer and reflected in each unit’s adjustments.
Unit-To-Unit Transfers

If your unit is going to transfer products to or from another unit, follow the process below.

**Transferring Unit**

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click “View” next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred

**Receiving Unit**

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button in that are incorrect.

Once the receiving unit has accepted the transfers, each unit’s invoice will be updated.

**The last day to complete the Unit-to-Unit Transfers**

on www.trails-end.com

is November 1st, 2020
Returning Unsold Product to the Council

If your unit is going to return product to the Council, follow the process below.

1. Login to your www.trails-end.com account
2. Go to the Popcorn Orders page
3. Click “View” next to the order with the inventory to be returned
4. Click the Return Inventory to Council button
5. Enter the quantities (cases and containers) to be returned
6. Click the Submit Return Request to complete the form

Once the Council has accepted the product return, adjustments will be made to your popcorn invoice to reflect the returned products.

Wrapping Up the Sale

The final day of the sale is determined by your unit. Leave a few days to collect unsold product and orders that need to be filled from your Scouts and prepare your final unit order. Steps to follow:

• Collect and add together all popcorn orders from your Scouts
• Use leftover popcorn from your previous orders to fill take orders if possible.
• Use the Scout Tracking page in www.trails-end.com to track sales by Scout. This is how Trail’s End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
• Place a final order in the Trail’s End system by November 1st, 2020.
• Pick up final popcorn order.
• Distribute popcorn immediately to Scouts for delivery and payment collection.
• Pay the unit’s statement. The amount due will be the total sales less the unit’s commission—this will be on the statement.
• Check is payable to Jayhawk Area Council—units paying by check must send ONE check (checks made out to units cannot be accepted).
• The Amazon.com Gift Cards will be delivered electronically to the Scout’s Trail’s End account approximately 7 days after submitting your Scouts totals unless flagged for review.
• Hold a unit celebration for a job well-done — have scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
• Hold a session to discuss sale pros and cons to improve next year.
TRAIL’S END SCOUT APP

Sell with the Trail’s End App—Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your home-grown Excel spreadsheet. NO CREDIT CARD FEES!

Unit Leaders log into www.trails-end.com and manage their unit’s sale...

KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales.
- Build with Square technology
  - Works with existing Square readers
  - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry

* Only Scouts with a Trail’s End account can log into the Trails End app

HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in www.trails-end.com
- If you have a balance due to council on your popcorn invoice statement, app credit card sales and unit commissions from online sales will be credited towards your unpaid balance.
- Once you have a $0 balance due to council, remaining funds can be requested for payout (bank information required).
- Requested funds will be transferred to your unit’s bank account via ACH on the 14th and 28th of each month, of the following business day, depending on the date of your payout request.

HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION’S BANK ACCOUNT?

1. From the unit leader dashboard, click UNIT INFO on the left navigation menu
2. Expand the MANAGE UNIT BANK ACCOUNT section
3. Fill out the required fields
4. Click SAVE
ONLINE DIRECT
FREE SHIPPING ON EVERY ONLINE ORDER!

HOW IT WORKS

1. Download the Trail’s End App and register, or register at www.trails-end.com

2. Scouts create their online funding page - It takes less than 10 minutes to register, personalize a Scout page, and start selling. Register at www.trails-end.com.

3. Scouts share with family and friends - The Trail’s End built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.

4. Receive support - Family and friends visit the Scout’s fundraising page, where the average order value is $65, and place orders on Scout’s behalf.

5. Track online fundraising orders - Scouts see who’s supported their fundraiser, send them thank you emails, and request additional support.

ONLINE FAQs

Q: The promotion for Online Direct says it is free shipping. What does “free” really mean?

- The free promotion is “Free for the customer” meaning the customer is not paying the shipping costs on top of the product cost. The shipping cost is being covered by the Jayhawk Area Council and your unit. That is why the commission has been increased for online direct order to help cover the unit’s cost. The shipping costs will be split between the council and the unit. The charge will appear as an assessment to the final invoice similar to home delivery.

Q: Explain what type of sales qualify for the 35% commissioner and which sales qualify for the 29%?

- Simply put, any time your Scout physically handles the product, the 29% commission will apply. If the product is being shipped directly to the customer and your Scout is not delivering the product to the customer, the 35% commission applies.

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<tr>
<td><strong>Traditional</strong></td>
<td>29%</td>
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<tr>
<td>(Scouts physically handle the delivery)</td>
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<tr>
<td><strong>Online Direct</strong></td>
<td>35%</td>
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<tr>
<td>(Orders shipped directly to the customer)</td>
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</table>
Q: Why are there different commission levels?

- Some councils chose to keep the online direct commission at 30% like last year. The average shipping costs is estimated to be 6-7% of the cost. By increasing the unit’s committee to 5%, there is potential your unit will actually net out better (assuming 6% total and the unit’s portion would be 3%). The Jayhawk Area Council chose this model to potentially pass on a greater amount to the units.
- We will continually monitor this process and make adjustments as needed.

Q: So, what will my unit actually receive for commission this year?

- Our suggestion is to plan for the 29%. Any additional commission will be a bonus.

Q: I am confused about what is online and what is online shipping. If we take credit cards or debit cards, is that considered online?

- Payments are a separate topic from Online Direct Shipping. The option to pay for the product can be credit card, cash, debit card, or check. If you are selling in our more “traditional” methods (table sales, wagon sales, or take order), the customer can choose to pay with any of the above options. In all those cases, your Scouts are still handling the product delivery and are at the 29% commission rate. That is regardless of whether they use the Popcorn App or not.
- Those customers that choose to order the product and have it shipped directly to them, that is considered Online Direct. Those orders are at the 35% commission rate. Once again, that is regardless of whether your Scout uses the Popcorn App or not.
- The app, while an online tool, is purely just a way to electronically track you Scout’s sales. Think of it as a virtual order form. How the product is handled determines if it is considered an “Online Direct” sale or “Traditional” sale.

Q: Are products online vs paper the same? Why do products online not match products on my paper order form?

- Because each Boy Scout council offers a unique product lineup each year, Trail’s End has decided to promote one product line across the entire country that is completely different from the traditional product lineup to reduce confusion for Scouts and consumers. In the past, Scouts and consumers see some of their council’s products offered online, but not all. Additionally, the online platform will serve as our testing ground for new products that we may want to include in the traditional popcorn sale in future years.

Q: Why are some products online more expensive than products on my paper order?

- Online products and prices are set nationally. The pricing of products on your order forms are determined by your local council, and vary across the country. The prices on your order form may differ than what is being offered online. Online prices take into account a number of factors: current prices on council’s order forms, online purchasing behavior, distribution costs, credit card fees, security costs, and consumer feedback. Please keep in mind up to 60% of every product sold goes to local Scouting.
WHY SELL POPCORN...

- Turn-key unit fundraiser—No upfront money required, no risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local Scouting programs.

BEST WAYS TO SELL

ONLINE Direct
Great during Social Distancing
Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their online account by downloading the Trail’s End App or at www.trails-end.com and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process. Online sales are open year-round!

WAGON SALES
Door-to-Door with Product
Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home.
A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity, Product is carried with the Scout in a wagon or vehicle, making it quick and easy process for the customer.

WAGON SALES
Take Order
Scouts collect orders on their order form, for product to be delivered at a later date. The Scout turns in the order form to the unit’s popcorn team, to be ordered and delivered later. This can also be taken through neighborhoods, but is great for parent’s co-workers, friends and family. It is at unit’s discretion whether money is collected up front or upon delivery.

STOREFRONT SALES
Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (in the Spring/Summer) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.
RUN YOUR SALE LIKE THE PROS
STOREFRONT SALES STRATEGY

SHOW N SELL FOCUS
- Scalable—More Scouts, More Shifts
- One Scout Per Shift
- 8 hour Selling Commitment
- Easy Sales Forecasting

BOOKING LOCATIONS
- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent of Unit Size & Goal

MOTIVATING SCOUTS
- Start Prizes at Per Scout Goal
- 3% - 12% Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face

BUILD A TEAM
- Popcorn Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable

RECRUITING
- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

SALES TRACKING
- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN
- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It’s What We Do
**How To Make A Unit**

**“BLITZ Day” A Great Event!**

Successful units insist on using a **Blitz Day** as THE best way to help reach their sales goals. **So, what is a “Blitz Day”?**

A Blitz Day/Week is a time period when you get out and get into the neighborhoods to make door to door sales as a team. When your unit participates in a **Blitz Day** you too will be amazed at several things: like how quickly you can sell a lot of popcorn to raise the money your Unit and Scouting families need and how much more fun it is for the Scouts to participate when they sell as a group. We recommend that you hold your **Blitz Day(s) between September 12 and September 27**. Unit leaders should encourage their Scouts to sell as a group during their normal den or patrol meeting time that first week of sales. Perhaps, a second **blitz event** could be arranged over the weekend.

With just a little bit of organization and planning, your unit can pile up the sales and completely cover your neighborhoods or communities in no time. The more Scouts and parents who participate, the faster you can sell. Research has shown that 72% of those who are asked to support you by buying Trail’s End gourmet popcorn at the FRONT DOOR will do so. And 90% of those customers who bought last year will buy again. The trick is to reach everyone’s door out there and ASK! Organizing a group **Blitz Day** makes this easier.

**Make sure you promote a Blitz Day event(s) for your Scouts and parents ahead of time to help them get it on their schedule.** Advance promotion and planning is the key. If everyone knows about **Blitz Day**, where to meet and when to be there, the more scouts and parents you’ll have participating and the more sales you’ll get, quicker! **Tip:** Ask parents to “give just this one day”, and hopefully, they’ll be done with popcorn for the year. **Also:** **Set a sales goal for the day!**

**Plan out WHERE your unit, den, or patrol will be selling popcorn on Blitz Day.**

Simply taking a little bit of time beforehand to map out the streets, neighborhoods or communities you want to cover on **Blitz Day** will make it much easier and faster for your Scouts and parents. Neighborhoods in and around the unit’s meeting location or where the Scouts live are usually best. An organized effort is the best way to success! Everyone involved will thank you for it later.

**Train the Scouts (and parents) at the Beginning of Blitz Day** on what to say at the door, how to collect money and deliver product to the customers. As a unit option, Show-N-Deliver sales can help you complete the sale on the spot without a need to return later for delivery of the ordered product.

**Have FUN!** Selling with your friends is more fun than selling alone. Two Scouts selling on one side of the street can take turns speaking at each door front. Make sure an adult is visible with you the entire time.

**Don’t Forget to Have a FUN activity planned for afterwards.** Be sure to offer the Scouts and families something FUN to do at the end of the day, and more scouts will want to take part in your Blitz Day. It could be a fun event or something as simple as cookies and hot chocolate.

**Report your sales to your Unit Kernel.** Consider having a special prize for your Scouts that participate in your Blitz Day and selling your unit’s per Scout goal during the Blitz Day period. It is a great way to motivate your Scouts to sell.

**Don’t Forget!** When you return to deliver your product to that neighborhood make sure you knock on the doors of the houses who weren’t home on your first Blitz Day.

You can do more than one Blitz Day! Just follow the steps above all over again and pick a new location.