

POPCORN SALES HELP MEET MANY SCOUTING OBJECTIVES.

More and more Scouting Units utilize popcorn sales to raise funds for equipment, activities and other needs. Just last year, in the San Diego-Imperial Council, 248 units profited by selling Trail's End products, and earned over \$521,800 in commissions and prizes. But, that's not all! **BOYS EARNED MUCH MORE THAN MONEY.** Few activities demonstrate to Scouts the value of planning, organization, and commitment more clearly than a Unit's combined efforts in a popcorn sale. Scouts develop and practice new skills, learn about sales and marketing and reach new levels of personal success. And, once again, Scouts who participate in the sale may accomplish requirements for Achievements, Activity Badges, and Merit Badges. Because many of the activities involved with popcorn sales are similar to requirements for Scouting accomplishments, San Diego-Imperial Council approves these activities as formally counting towards advancement requirements.

BOY SCOUT

MERIT BADGES

Consider the following popcorn activities as counting toward Boy Scout Merit Badges... before proceeding with your work, make sure your Merit Badge Counselor has approved your idea.



ART

For requirements 2, 5, and 6, produce an "America's Popcorn Sale" poster for local display, using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.



CINEMATOGRAPHY

For requirements 1 and 2, create a storyboard for a video designed to show Cub Scouts how to sell Trail's End popcorn.



COMMUNICATIONS

For requirement 1, show your counselor how you would teach others to sell popcorn. Then, play the roles of customer and Scout, practicing selling techniques. For requirement 2, make a popcorn sales presentation to your counselor.



PHOTOGRAPHY

For requirements 2b, take photographs of Trail's End products, of Scouts selling, and of other activities related to the sale, and arrange the prints, with captions, to tell a story of the sale.



COMPUTERS

For requirements 2, 3, 4, and 5, design a personal sales spreadsheet to keep track of your popcorn sales, prizes won, and money made for the Troop.



PLANT SCIENCE

With Council permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed. (Requirements 8a and 8b - Com Option).



ENTREPRENEURSHIP

With Council permission, use your own management of the Trail's End Popcorn sale to meet many of the requirements for this badge such as 3, 4b, 4d and 6.



PUBLIC SPEAKING

For requirement 1, prepare and give a speech to a Cub Unit describing the benefits of popcorn sales to the Troop. For requirement 2, prepare and give a speech to a Cub Unit describing the steps to a successful popcorn sale.



GRAPHIC ARTS

For requirements 2, 3, and 4, design a poster for use during the popcorn sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



SALESMANSHIP

With Council permission, use the meetings, practices and procedures of the annual Trail's End popcorn sale to meet many, or all, of the requirements for this badge.



JOURNALISM

For requirements 2a or 2b, create a newspaper story or radio news announcement reporting on your Troop's participation in the Trail's End popcorn sale.



TRUCK TRANSPORTATION

For requirement 10, describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip, and explain what would be the best way to unload the shipment.



"TAKE CARE OF YOUR PLANET" ACHIEVEMENT

- As one of the three requirements, explain how Trail's End Popcorn is better for the environment because it is packaged in recycled cartons, and because soy inks are used to print the cartons.

"WHAT'S COOKING" ACHIEVEMENT

- As one of the four requirements, show how to pop popcorn, explain what happens when popcorn "pops," and explain why popcorn's nutritional analysis is important to health.

"INFORMATION PLEASE" ACHIEVEMENT

- As one of the requirements, show how the Trail's End promotional materials (television or radio commercials, posters and billboards) help increase your Unit's popcorn sales.

"JOT IT DOWN" ACHIEVEMENT

- As one of the requirements, keep a record of the number of people you speak with when selling popcorn, and record something about each person and whether a sale is made or not.

"BE A LEADER" ACHIEVEMENT

- Demonstrate to a new Pack member how to sell popcorn, based on your experiences.

WEBELOS

ACTIVITY BADGES



ARTIST BADGE

As one of the five requirements, design a popcorn sale advertising poster for display in your local supermarket.



COMMUNICATOR BADGE

As a requirement, explain to a group of Cubs the proper way to conduct a popcorn sale.



SHOWMAN BADGE

As a requirement, demonstrate the "right" and "wrong" ways to sell popcorn.

ARROW POINTS

TRAIL ELECTIVES



ART ELECTIVE

As one of the requirements, make a poster to announce your Unit's popcorn sale.

PHOTOGRAPHY ELECTIVE

To fulfill requirements, make photos showing the best ways for Cubs to look and act when they sell popcorn. Explain your photos to the Den.



SALES ELECTIVE

A popcorn sale fulfills all the requirements for this Elective.