



CONDUCTING A CORPORATE SALE (UNIT VERSION)

Looking for additional sales methods?

Consider implementing a corporate popcorn sale in your community— where your unit representatives visit with area businesses, attempting to sell popcorn and promote the Scouting program.

ESTABLISH WHAT BUSINESSES THERE ARE IN YOUR AREA - At a committee or parent’s meeting make a list of all of the local businesses and organizations in your community. You may check with your local chamber of commerce or visitor’s center for a list.

1. **ESTABLISH WHY THAT BUSINESS OR ORGANIZATION COULD BUY POPCORN** - Once you’ve made the list of your area businesses and organizations, come up with a reason you think they may purchase popcorn. *Examples: A local car dealership may purchase tins of popcorn to give away to anyone who test-drives a car. A local business owner may give away popcorn to each of his employees as a holiday gift at the end of the year.* Having a reason why each business may consider purchasing will come in handy later when meeting them.
2. **ESTABLISH WHO KNOWS WHO** - Establish if anyone in your unit (leaders, parents, committee) knows the owner, manager, or an employee of the business. Then have your Scouts work with them on scheduling those contacts together.
3. **VISIT YOUR LOCAL BUSINESSES and SELL POPCORN!** - Remember—in many cases, if businesses decide to purchase popcorn, they may not purchase one or two items, but may purchase in case or pallet quantities! *Remember to use your earlier list, here are some additional ideas: 1) Over 73% of popcorn sold goes back to support local Scouting efforts. 2) Scouts support our local community—last year we completed ____ hours of community service. 3) ____ Scouts completed the requirements for their Arrow of Light / Eagle Scout Rank—the highest rank a Scout can earn in Scouting. 4) Scouts in our unit attend summer camp at _____. Purchasing popcorn will help send our local Scouts to camp.

The Michigan Crossroads Council has special popcorn order forms for Corporate Sales. Pick them up from your local Field Service Council Office, or download one at: www.michiganscouting.org/popcorn.

4. **FULLFILL, THANK, and RECOGNIZE** - If a business purchases popcorn from you, work to fulfill their popcorn order as soon as possible. MCC and your local FSC will help. Send them a THANK YOU letter from your unit. In addition—have Scouts deliver the popcorn to the business and get a picture with the business owner, Scouts and popcorn. Send the picture to the local paper recognizing the business’ support of the Scouting Program and helping you FUND YOUR ADVENTURE.

Remember to respect the requests of businesses. NO SOLICITING signs should be respected—however if the “right person” who has a relationship makes the ask, it would likely be appropriate. Also note: the fiscal policies of the Boy Scouts of America prohibit units from soliciting donations. Selling popcorn is not considered soliciting a donation.





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Prospects for Our CORPORATE SALE:

Business Name	Owner Name	Reasons they would support Scouting?	Best Person to Make the Ask: