

I helped  
deliver the



**IDEAL YEAR  
OF SCOUTING**



# Planning & Budgeting Toolkit



BOY SCOUTS  
OF AMERICA®

JAYHAWK AREA COUNCIL

# What's New for 2024!

*Mark your calendars for the upcoming  
Jayhawk Area Popcorn Training Academy  
Saturday, July 27th  
9:00 a.m. to 3:00 p.m.*

Falley Scout Reservation | 8602 Kingman Road | Oskaloosa, KS 66066

The Jayhawk Area Council is thrilled to announce the 2024 Popcorn Training Academy, a dynamic event designed to equip Scouts and adult leaders with the tools they need for a successful popcorn sale. Whether you're a seasoned popcorn pro or a first-time seller, this academy promises valuable insights, practical strategies, and a whole lot of fun!

## **Training Highlights**

### Popcorn 101: The Basics

Scouts – Earn your Popcorn Seller Certification. Learn about the following to have a successful popcorn sale:

- Goal Setting
- Salesmanship
- Selling Methods: Show-N-Sale, Door-to-Door, & Online

Adult Leaders – Earn your Popcorn Kernel Certification. Learn about the following to take the stress out of the popcorn season:

- Designed for new Unit Popcorn Kernels, Committee Chairs, and Treasurers.
- Lay the groundwork for a successful popcorn sale.
- Gain fundamental knowledge before the popcorn arrives.
- Chock-full of helpful tips!

### Afternoon Fun

Once Scouts have earned their popcorn seller certification then they will have the opportunity to enjoy a couple of hours of fun activities at camp.

# Ideal Year of Scouting

Dear Scouting Leader,

First of all, thank you for all you do in Scouting. Your leadership and efforts impact the lives of a countless number of youth in our community. You the volunteer, help drive Scouting and make our organization the leader in youth character development.

We are looking forward to a great time at camp this summer and are excited to kick off new programs in the fall. Looking to the future, the Jayhawk Area Council is committed to providing the support needed to maximize the Scouting program you are able to offer your Scouts. We feel the key to success starts with planning an Ideal Year of Scouting, letting popcorn assist you in raising all the money needed with one fundraiser, then delivering an exciting program to your Scouts.

**Enclosed are descriptions of four simple steps your unit should complete to help deliver the dreams of your Scouts:**

1. Brainstorm/Plan Your Program
2. Assign Costs and Set a Budget
3. Set Sale Goals for Scouts and Unit
4. Communicate the Plan

Do not hesitate to contact your District Executive or District Kernel if you need assistance in completing the steps above. We are here to help in any way we can.

Our hope is by completing the Ideal Year of Scouting and using popcorn to raise all the funds needed, you will be able to enjoy the best Scouting year ever! And most importantly, the Scouts in your Unit will enjoy a richer, fuller Scouting experience!

Sincerely,

Jayhawk Area Council

# 1. Brainstorm

The first step is getting your Scouts and parents together to come up with activity ideas. Have fun with this and look to expand your program beyond what has been done in the past. Brainstorming can be done by your entire Pack / Troop or by a Den / Patrol.

The key is to let the Scouts come up with fun ideas and make sure the parents are watching. Give the Scouts some big ideas to get them started, then use a flip chart to write down ideas. This will lead right into planning out the entire year.

**List five “Big” ideas your Scouts want to do this year:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# 1. Plan Your Program Year

Now, plan an exciting activity for each month and determine the cost. Come up with a total activity cost at the bottom.

Month / Activity	No. Scouts	Cost / Scouts	Total Cost
Aug. _____	_____	\$ _____	\$ _____
Sep. _____	_____	\$ _____	\$ _____
Oct. _____	_____	\$ _____	\$ _____
Nov. _____	_____	\$ _____	\$ _____
Dec. _____	_____	\$ _____	\$ _____
Jan. _____	_____	\$ _____	\$ _____
Feb. _____	_____	\$ _____	\$ _____
Mar. _____	_____	\$ _____	\$ _____
Apr. _____	_____	\$ _____	\$ _____
May _____	_____	\$ _____	\$ _____
June _____	_____	\$ _____	\$ _____
July _____	_____	\$ _____	\$ _____
Total Activity Cost \$ _____			

# 2. Create Your Budget

Assign costs to your activities. Add in costs for advancements, den dues, registration, Scouts Life magazine, awards ceremonies and handbooks as warranted. Consider unit expenses such as pinewood derby track repair, camping equipment, unit sales incentives, leader training, etc.

Registration	\$ _____
Scouts Life	\$ _____
Advancements	\$ _____
Handbook	\$ _____
Pinewood Derby Car	\$ _____
Bule & Gold/Court of Honor	\$ _____
Adult Leader Training	\$ _____
Activity	\$ _____
Activity	\$ _____
Activity	\$ _____
Miscellaneous / Other	\$ _____
Total Unit Expenses	\$ _____

# 2. Prioritize Your Activities

Break down your activities/costs into four categories.

- **Basic Needs:** Items you expect every Scout to participate in.
- **Strongly Encouraged:** Items essential to unit program.
- **Optional but Popular:** Items not mandatory/essential to program.
- **Top Sellers Incentives:** Items that reward/motivate your top sellers.

<b>BASIC NEEDS</b>		<b>STRONGLY ENCOURAGED</b>	
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
<b>Total: \$</b>		<b>Total: \$</b>	
<b>OPTIONAL BUT POPULAR</b>		<b>TOP SELLER INCENTIVES</b>	
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
<b>Total : \$</b>		<b>Total: \$</b>	

# 3. Determine Sales Levels

Once you have set the activities in the levels, determine the costs for each level. Take the total for that level, multiply by 3 and round up to an “easy to promote” amount to determine that sales level goal. Do the same for the next level adding it to the previous amount.

“Basic Needs” Activities Total	\$ _____
Multiply by 3	\$ _____
<b>“Basic Needs” Sales Level (round up) =</b>	<b>\$ _____</b>

“Strongly Encouraged” Activities Total	\$ _____
Multiply by 3	\$ _____
Round Up Amount	\$ _____
“Basic Needs” Sales Level	+ \$ _____
<b>“Strongly Encouraged” Sales Level =</b>	<b>\$ _____</b>

“Optional but Popular” Activities Total	\$ _____
Multiply by 3	\$ _____
Round Up Amount	\$ _____
“Strongly Encouraged” Sales Level	+ \$ _____
<b>“Optional but Popular” Sales Level =</b>	<b>\$ _____</b>

“Top Seller Incentives” Activities Total	\$ _____
Multiply by 3	\$ _____
Round Up Amount	\$ _____
“Optional but Popular” Sales Level	+ \$ _____
<b>“Top Sellers Incentives” Sales Level =</b>	<b>\$ _____</b>



# 3. Set Sales Goals

The Trail's End Popcorn Sale is the vehicle for funding your entire Program. Be sure to not only set a Unit Sales Goal but set a goal for every Scout in your Unit. If your unit has many families with multiple Scouts, you may consider a family goal by considering the parent costs built into each Scout sales level.

Think about special gimmicks for reaching different sales levels like a Pizza Party, Pie in the Face, special recognition, etc.

Number of Scouts	_____
“Basic Needs” Sales Level	X \$ _____
<b>Unit Sales Goal</b>	<b>\$ _____</b>
<b>Special Sales Level Incentives</b>	
_____	\$ _____
_____	\$ _____
_____	\$ _____

# 4. Communicate the Plan

The best way to communicate your entire program and the goals for the Popcorn Sale is to have a fun kickoff. Be sure to review the Popcorn Kickoff Training at [www.trails-end.com](http://www.trails-end.com) and on the Trails End app.

**Follow the simple steps below to have an effective kickoff:**

1. Have FUN!
2. Preview this year's Scouting Program and explain to your families how the entire program can be funded with one fundraiser, the Trail's End Popcorn Sale. Distribute a printed program to each family.
3. Communicate the Per Scout Popcorn Sale Goals. Create and share a concise one-page flyer with each of the sales levels. Explain how hitting the sales goal will eliminate out-of-pocket expenses for parents.
4. Share information about the Trails End Sales app. Encourage everyone to download the app. Demonstrate how it is used.
5. Do a skit or fun activity to get your Scouts trained and excited about the sale, teach safety and selling tips. Remember, door-to-door selling is most effective. Encourage the Scout to watch the training video available at [www.trails-end.com](http://www.trails-end.com).

*Remember, this may be your only chance to get your families excited about the unit's program and pumped up to sell. Make sure you take advantage!*

# 4. Communication Facts

The numbers are on your side when you sell Trail's End Popcorn

1. 70% of people buy when asked
2. 90% will buy again
3. 81% of consumers have not been asked to buy

Make sure you have your own unit level incentive program:

1. Pie in the face
2. Unit leader shaves his head
3. Pizza Party
4. Special seating at Blue & Gold/Court of Honor
5. Blitz Day Sales Party

Scouts should use the following script when selling door-to-door:

“Hi, my name is (first name only).  
I'm a Scout with Pack/Troop/Crew \_\_\_\_\_.  
I'm selling popcorn to help pay for my Scouting activities.  
You can help by buying some of our delicious popcorn.  
You'll help me, won't you?”

*After raising all the money you need, you're ready  
to deliver an exciting Scouting program!*

# Sample Incentive Plan

See a sample Ideal Year of Scouting Incentive plan below. This would be shared with your Scouts and families during your kickoff as motivation. Consider implementing a similar program for your unit.

## ***Red Level - \$450 in Sales***

Covers all pack expenses for the program year. Scouts will also EARN the following:

- Advancements
- Pinewood Derby Car
- Blue & Gold Banquet
- May Pack Campout
- Next Year's Handbook
- Next Year's National Registration

## ***White Level - \$700 in Sales\****

In addition to the Red Level, the Scout will also EARN the following:

- Scouts Life Magazine One Year Subscription
- Blue & Gold Banquet Tickets for Two Additional People
- Summer Pack Campout Fee for two (2)
- Two (2) Tickets to "Scout Day at the K" (View Reserve)

## ***Blue Level - \$1,000 in Sales\****

Scouts get all the above, plus EARN the following:

- Cub Adventure Day for two (2)
- Rocket for Pack Rocket Derby
- Two (2) Tickets to "Scout Day at the K" upgraded to Outfield Box

## ***Extreme Sellers Level - \$1,750 in Sales\****

Extreme Sellers get everything in the above levels, and earn the following:

- Two (2) additional Outfield Box tickets for "Scout Day at the K"
- Cub/Webelos Resident Camp Fees Covered for Scout and Parent

*\* For Webelos, profits from sales over the \$450 Red Level will be credited to the Troop the Scout joins to help cover the first year's summer camp fees.*

# Frequently Asked Questions

*Planning takes a lot of time. Are there ways to make that easier?*

Start small. In the first year, you may just take your unit's traditional program and break into the categories. You may just ask the Scouts for a few fun ideas to add in rather than a full year's worth of ideas. Keep in mind, the more you can move towards this concept, the more impact you will have on your unit's program but take it as far as is comfortable and continue to build upon it. Do not underestimate the interest and impact.

*My committee is not sure about this. What can I share that would help?*

It is important to get the committee behind this before moving forward. Many on the committee are your active families so they need to be on board. Have them attend future training sessions. Encourage them to review the materials on the Jayhawk Area Council website. Once again, start small. Instead of incorporating the entire annual program, pick out a few popular events and tie them into the incentive.

*It appears we are giving our Scouts all our profits. How do we cover our expenses?*

There are always Scouts that will fall "in between the sales levels." That is where the unit will net proceeds to cover unit expenses. If there is something significant, you can build that into the "Basic Needs" level but units that have followed this plan tend to have more unallocated funds than they anticipated. In many cases, they chose to use those funds to upgrade an experience which then reinforces why it is a good idea to participate in the product sale.

*How do I motivate my families?*

The first key is the brainstorming session. The Scouts become motivated when they see a program that most closely matches their "Ideal Year." The parents, seeing the engagement of their Scout in the planning, become more motivated to help deliver that Ideal Year. The second key is communication of a plan. When parents can see what their Scout will be able to earn rather than coming out of their pockets, they become more engaged in the process. Finally, a fun and exciting kickoff is essential.

# Frequently Asked Questions

*We have Scout Accounts. How does that work with this concept?*

Many units have Scout Accounts. For troops, it works better than it does for packs. Troops tend to have more activities that are individually based and have more stability in their membership. This method is easier for your treasurer. Instead of tracking mini-accounts, they just keep a list of which Scouts reach which level. If you do have Scout Accounts, you can modify which items are covered in each level with some portion going to the Scout's individual account. Then, those activities left off can be paid via Scout Account.

*Should we offer a "buy out" for families if they don't want to participate?*

You should discourage providing parents a chance to pay a fee not to fundraise. If you do, make sure the buy-out option is high enough to cover unit expenses in addition to the activities. Try making the product sale easy for families to participate by setting up blitz days, table sales and other group sales opportunities. Remind parents a big part of the product sale is so the Scout can earn their own way and learn how to set goals, talk to adults, make a sales pitch, and be rewarded for their effort. These are life skills that cannot be learned by just writing a check.

*What are some of the benefits on the Ideal Year of Scouting concept?*

- Easier for treasurers. They only need to track which Scouts reach which level.
- Parents better understand what it takes to operate the unit.
- Allows for constant promotion. For every activity, you can talk about how your product sales and their Scout's efforts made this possible.
- Gives your parents options. Parents can choose which level of engagement they want to reach and which activities they want to pay out of pocket.
- Rewards individual achievement while taking care of unit's needs.

*Where can I get more information?*

- The popcorn page at [www.jayhawkcouncil.org](http://www.jayhawkcouncil.org) has an excel worksheets with formulas to assist in the budget planning.
- Your District Executive can provide a presentation to your unit committee.
- [www.Trails-end.com](http://www.Trails-end.com) has sample kickoffs, tools to set up table sales shifts, and support materials for all parts of a product sale. The sales app provides resources for each family including sales techniques for Scouts.

# Notes

# **THANKS!**

**Again, thanks for your commitment to Scouting and your unit's program. We hope this Ideal Year of Scouting booklet has been useful for you. We are confident you will enjoy a better Scouting program after implementing the suggested steps.**

**You will find a multitude of resources to help with your program planning and popcorn sale at the web addresses below for the Jayhawk Area Council and Trail's End Popcorn.**

**Best of luck and we hope you have a wonderful year in Scouting!**



[www.jayhawkcouncil.org](http://www.jayhawkcouncil.org)



[www.trails-end.com](http://www.trails-end.com)