



# 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 15 through September 25**. 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.

1. **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!*
2. **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.
3. **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.
4. **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.
5. **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.
6. **Report your sales to your Unit Kernel.** Your Scouts can earn a special prize for participating in your Blitz Day and selling at least \$600 during the first 10 days of the sale, but you can't win if you don't share your success with your Unit Kernel.
7. **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.**