



Scouts Canada - 7th Markham 2016 Popcorn Campaign



It is that time of the year again to sell popcorns! Scout Popcorn is Scouts Canada's #1 National Fundraiser. Through popcorn sales, we are able to subsidize a significant portion of our activities such as opening nights, group camps (Blue Springs and Willowgrove Camp), and other fun events for our children. Our children directly benefit from our effort. Simply put, the more popcorns we sell, the more activities we can do at a lower cost.

Attached please find the 2016 Guide to Canada's Popcorn Sale which includes:

- Popcorn Order Form
- Popcorn Collection Envelope
- Popcorn Recognition Prizes

Important Items

- Section popcorn coordinators will be collecting the **forms and full payment** (preferably by cheque) on the date listed below. If you are not able to submit your order on the specified date, kindly contact the section popcorn coordinator and make arrangements. Please note that all orders and payment must be with the coordinator no later than **October 21, 2016**.

Section	Coordinator Contact Email	Order Form Due Date
Beavers	beavers.popcorn@7thmarkham.org	Tuesday, October 18, 2016
Cubs (Monday)	cubs_monday.popcorn@7thmarkham.org	Monday, October 17, 2016
Cubs (Tuesday)	cubs_tuesday.popcorn@7thmarkham.org	Tuesday, October 18, 2016
Scouts	scouts.popcorn@7thmarkham.org	Monday, October 17, 2016
Venturers	venturers.popcorn@7thmarkham.org	Monday, October 17, 2016

- Cheques should be made payable to: **Scouts Canada – 7th Markham**
- Collect the payment along with the order (preferably paid via cheque)
- Aim to fundraise \$500 or more per child. This will give us about \$200 in profit per child which will cover the group and section operating expenses for the entire year (about \$100), special events such as LaserQuest, Putting Edge, Bowling, etc. (about \$50) and a portion of camp expenses (about \$50).
- Bring the forms to work and ask your colleagues to place an order. Most of them are familiar with the Scouting program and they are generally very supportive.



- Remember that popcorns also make excellent Christmas gifts to friends, families, neighbours, colleagues, teachers, and customers (if you own a business).
- Ask your child which popcorn prize level she/he would like to get and help her/him achieve that goal. Prizes are based on total popcorn amount and exclude donations.
- Accompany your child during the **Popcorn Blitz** on **October 04** at Grand Cornell Village.
- New this year!**
 - \$300 and 10% – if you fundraise at least \$300 (excluding donations), your child will receive 10% of the total order which will be applied directly to your child’s section activities (e.g., sleepover, outings and field trips) and camping fees.
 - \$50 and 1 ballot – For every \$50 in popcorn order each week, your child get a ballot for a chance to win a Samsung Galaxy tablet. The draw will be held in December at the Christmas party.
 - Trail’s End Piece Crest
 - ✧ *Military* – have at least one order to support the Canadian Forces
 - ✧ *Filled it Up* – fill up all 30 lines of your order form
 - ✧ *Seller Club* – fundraise at least \$650 (exclude donations)
 - ✧ *1 of each* – have at least 1 order of each product on the order form
 - ✧ *Top Seller Pin* – fundraise at least \$1,000 (exclude donations)
- Popcorn Prize:

Level	Total Amount (exclude cash donations)	Prize	
		From Trail’s End	Additional
1	At least 1 popcorn item	Trail’s End Participation Crest	---
2	Fundraise \$250	\$10 Canadian Tire Gift Card	2A or 2B or 2C
3	Fundraise \$500	\$25 Canadian Tire Gift Card	3A or 3B
4	Fundraise \$750	\$35 Canadian Tire Gift Card	4A
5	Fundraise \$1,000	\$50 Canadian Tire Gift Card	5A
6	Fundraise \$1,500	\$75 Canadian Tire Gift Card	6A
7	Fundraise \$2,000	\$100 Canadian Tire Gift Card	7A
8	Fundraise \$2,500	\$100 Canadian Tire Gift Card + Scholarship	8A or 8B

Happy Fundraising!

GREAT ADVENTURES Start with Popcorn

2016 Popcorn Recognition Prizes

Get a gift card and get the gear you want!



\$10 GIFT CARD IF YOU
FUNDRAISE OVER \$250



\$75 IF YOU FUNDRAISE
OVER \$1,500



\$25 IF YOU FUNDRAISE
OVER \$500



\$100 IF YOU FUNDRAISE
OVER \$2,000



\$35 IF YOU FUNDRAISE
OVER \$750



\$50 IF YOU FUNDRAISE
OVER \$1,000



IF YOU SELL 1 BAG OF
POPCORN YOU RECEIVE
1 CREST!

Trail's End Piece Crest

Make at least one sale to support the Canadian Forces

Be the Top Seller in your Group by fundraising over \$1,000

Sell at least 1 of each product on the order form

MILITARY

TOP SELLER

2016

Trail's End

1 of EACH

SELLER CLUB

FILLED IT UP

Fill up all 30 lines of your order form

Participation Crest
Sell at least one item

Be part of the Seller Club when you fundraise at least \$650

Rewards are based on individual sales; no combining of sales with other Scouts. Each Scout may select one reward from the sales level reached, plus a crest. Scouts must turn in their reward request when they turn in their popcorn order. All Group orders and additions must be submitted through your local Council. Only one award or prize allowed per youth member.



It starts with Scouts.

GREAT ADVENTURES Start with Popcorn

2016 Popcorn Recognition Prizes



2A - Beavear Mug w/ Lid



2B - Cub Mug w/ Lid



2C - Lockback Knife 3"
(for Scouts and older)



3A - Salt Powered Robot



3B - Kitchen Science Kit



4A - Light My Fire Lunch Kit



5A - MEC High Jinx Daypack



6A - Logix Piston Bluetooth Speakers



7A - Petzl Headlamp



8A - Sail Camp Chair



8B - Scouts Canada Knife



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2016 Popcorn Recognition Prizes

Top Seller Prize Package Options

Option #1

Council Top Seller



Biolite Campstove

Option #2

Recommended for Beavers & Cubs

Council Top Seller



Osprey Overnight Pack

OR

National Top Seller



Biolite Accessory Set!

Includes: KettlePot, Portable Grill, StickSnapper and Bio-fuel pellets

National Top Seller



Expedition Kit!

Includes: Mountain Hardwear Day Pack, Black Diamond Head lamp, Nalgene glow in the dark water bottle, Eureka Solo Tent and more!

OR



SCOUTSHOP.CA



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Great Adventures START HERE



Sample Scripts

Sample Door-to-Door Script

"Hi, my name is _____ (*say first name only*).

I'm a Scout with Group _____ here in _____ (*city*).

I am selling popcorn to help raise money to go to Summer Camp (*or other major activity*). By buying popcorn today, you'll be helping me earn my own way to camp next summer and do fun things with my Group all year long."

(Hand the customer the Take Order form and a pen and point out your favorite item. Make sure it is a \$20 or more item).

"You'll help me, won't you?"

Sample Show and Sell Script

"Excuse me ma'am/sir.

Hi, my name is _____ (*say first name only*).

I'm a Scout with Group _____ here in _____ (*city*).

I am selling popcorn to help raise money to go to Summer Camp. By buying popcorn today, you'll be helping me earn my way to camp next summer and do fun things with my Group all year long.

This product is my favorite (*Point out an item \$20 or higher*).

You'll help me, won't you?"

If you receive a rejection you can use the following:

I cannot eat popcorn...

"That is OK. You can still support us and our Canadian Forces here at home by buying popcorn. Popcorn also makes a great gift for someone else. We also have Pretzels you may like. Which one works best for you?"

or





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Popcorn is not healthy...

"Many snack foods can have lots of fat, but many of our choices have less than half the calories of potato chips. Our popcorn is also transfat free. Plus, popcorn is high in fiber. Which one would you like?"

or

The price is too high...

"You are right it is expensive compared to store brand products. The price is about the same as buying popcorn at the movies. However, 60% of the proceeds go back to local Scouting, so you can feel good about buying popcorn and helping your local community. Which one would you like to try?"

or

We already bought popcorn...

"Great and thank you for your support! Have you tried it yet? After tasting our popcorn, many of my customers find they would like to send some to family, friends or to our Canadian Forces here at home. Who would you like to send popcorn to?"

or

I do not have any cash on me... [and you, as the Scout, have a Square Credit Card Reader]

"That is OK. We take all major credit cards. Which product would you like?"

or

I am allergic to nuts...

"I am sorry to hear that. I have a relative who has a similar issue [or I have friends with an allergy too]. They still help me out by placing an order for our Canadian Forces here at home. Which one would you like to donate for our soldiers?"

or

I do not support Scouts Canada...

"Thank you very much for listening to me. Have a good day."