

POPCORN SALE

KEYS TO IMPROVING COMMUNICATIONS

Involving Families in the Popcorn Sale - Unit Fundraiser

The parent's role in the Popcorn Sale - Unit Fundraiser is very important. The involvement and encouragement of a parent has been proven to make a huge difference in the experience your child will receive this year. In addition, the quality of the unit – trained leaders, planning, regularly scheduled meeting and events, and immediate recognition will have an impact on your child.

When a Scout troop prepares for a hike, the equipment and supplies are distributed among all the members so that no one Scout is responsible for carrying the entire load. In this manner everyone and everything that is needed makes it to the planned destination. You are needed to help your Scout and their Unit be successful.

Here's what you can do:

- Help your Scout set a goal to improve their chances of success.
- Make the Popcorn Sale - Unit Fundraiser a family affair.
- Help your Scout understand that their efforts are contributing to the success of their Pack, Troop or Crew.
- Make this an opportunity for your Scout to improve their communication skills and gain self-confidence.

What do my parents do to help?

- Educate themselves and other families on the best use of their time to yield higher sales for their Scout and higher commissions for the Unit.
- Let them know what your Unit (and their son) will get to do this year because of their participation in the Popcorn Sale - Unit Fundraiser.
- On average 70% of sales dollars support Scouting - Your Unit, the Scout, and the Scouting programs throughout our Council all benefit from this fundraiser.

Other Great Ways to Effectively Communicate

- **Distribute a Unit Calendar** – Whether you create a monthly or yearly calendar, communicating dates early allows parents and leaders to plug important dates into their schedules. Remember, "The early bird gets the worm" to reduce schedule conflicts.
- **Create a Unit Newsletter** – A 1-page handout for parents of upcoming events, deadlines and contacts let's everyone know what's going on.
- **Collect E-mail Addresses** – A majority of households now access the Internet daily and use E-mail as a primary communication tool. It's cheap and easy (no printing of handouts) and *FAST* (great for reminders and the occasional change of plans).
- **Link to Resources already in place** – Why recreate the wheel? The council's Website CherokeeAreaBSA.com is full of resources for your Unit. Sales tips, budgeting worksheets, electronic calendars, E-newsletters, and much more.
- **Communicate in Your Community** – Don't forget about your Scouting friends in your area. Include your Chartered Partner, churches for member families, businesses and schools in your communications.