

# How to Increase your Popcorn Sale through Scout and Parent Incentives

- Scout accounts  
*Parents and Scouts must see a return on their investment. Make popcorn the one fundraiser your families will participate in. Scouts who receive a direct return from their sale will sell more.*
- Offer a Unit Top Seller Mystery Prize- \$100-\$150  
*Ask the parent of the top seller what they want so the mystery prize is just what they wanted.*
- Frame \$100 bill for the unit top sell
- Leader Pie/Dunk Tank/Polar Bear Plunge for Scouts who sell \$600 or more
- Scout Shop gift card for top selling Scout(s)
- Unit goal= trip/outing  
*Plan a special trip for achieving a unit goal. Scouts can go for free.*
- Track goals throughout the sale so you know how close you are to goal  
*Use a visual display like thermometer or popcorn bucket, ask parents to email a total or send a pic of sales form.*