



Popcorn FAQ's



1. How much can a unit earn selling popcorn?

**The average unit in our Council sells about \$4,500 worth of popcorn. Several of our units grossed in excess of \$15,000, earning at least \$5,250 or more in commission for their unit.*

2. We make 50% selling chocolate bars and may only receive 35% - 40% from Popcorn!

**Did you know that on average, 70% of the purchase price goes back to the Scouts? You can earn 35%, and with the portion that the Council receives, they provide prizes, handle all expenses, and take their profits and put it into services for the Scouts such as camp, training, camperships, etc.*

**You will have to sell almost 12 \$1 candy bars to equal the commission for each average sale of popcorn. Selling one box of 50 candy bars would be equivalent to making 6 popcorn sales.*

3. We can't sell an expensive item like Trail's End!

**Research has proven that 2 out of 3 people when asked will buy Trail's End Popcorn to help support the Scouting Program, and 92% of consumers will buy product again each season.*

**The average selling price for a container of Trail's End popcorn is \$17.50. With a 70% return to Scouting, that means on average \$12 is raised for the Scouting program with every purchase.*

4. We have a traditional fund-raiser. We do a pasta dinner in the fall, candy bars in the spring and a car wash in the summer.

**You can make enough money selling Popcorn so that you only have to do one fundraiser a year, and spend more time delivering a more exciting Scouting Program.*

**Scouts can pay for their entire program year themselves.
NO OUT OF POCKET EXPENSE FOR THE PARENTS!*

5. The Pack sells in our town.

**82% of all households have NOT even been contacted by a Scout. Scouts can also sell online to family and friends outside your community visiting www.trails-end.com, and by using our Show and Sell sales method.*

6. Our parents would rather write a check for their son's Scouting programs

**Selling popcorn teaches the Scouts the value of earning his own way, builds self-confidence, and allows him to earn advancements and merit badges.*

7. Are prizes important for the Scouts?

**Units that have taken the prizes in the past have sold 92% more popcorn than those units not offering prizes. This year, all Scouts receive a prize for their qualified sales level.*