



**What's the best way to goal-set?**

**Follow the IDEAL YEAR OF SCOUTING in these 6 simple steps!**

- 1) Planning**
- 2) Budgeting**
- 3) Goal Setting**
- 4) Communicating the Plan**
- 5) Earning the Money**
- 6) Executing the Plan**

# #1

## Planning

- **65% of all Scouts stated that scouting should take place year round.**
- **59% of Scouts want to get involved in the planning/scheduling of activities**
- **87% of the Parents think the Scouts should be involved in the planning process.**
- **Scouts and Parents are tired of “The same old stuff”**
  - **Evaluate the previous years activities**
- **“Fulfill the Scouts’ Dreams”**

# **Planning**

- **List all the activities that the Scout want to participate in for the next 12 months.**
  - **Be sure to include summer camp.**
- **Work with your District Executive and commissioners to include district and council activities.**
- **Use the Program Preview Resources.**
- **Seek advice from other leaders within the community.**
- **Get assistance in planning and scheduling activities from area (ball games, amusement parks, swim clubs, state parks, etc.).**

# #2

## Budgeting

- **Determine the cost for each activity you are planning within your calendar.**
  - **Can go back to determine definite costs.**
- **Have other leaders/parents assist in the process.**
- **Determine the cost based upon the number of Scouts within your unit.**
- **Remember to fulfill the “*Scouts Dream*”**

# Unit Budgeting

| BUDGET GOAL                                        |            | Each Scout Selling 15* Containers | Every Scout Fills Up A Sheet<br>(25 lines) |
|----------------------------------------------------|------------|-----------------------------------|--------------------------------------------|
| UNIT                                               | P123       | P123                              | P123                                       |
| NUMBER OF SCOUTS                                   | 35         | 35                                | 35                                         |
| SALES GOAL                                         | \$4,285.71 | \$5,000                           | \$5,000                                    |
| UNIT COMMISSION                                    | 35%        | 35%                               | 35%                                        |
| UNIT BUDGET GOAL                                   | \$1,500    | \$1,500                           | \$1,500                                    |
| CONTAINERS PER SCOUT                               | 9          | 15                                | 25                                         |
| AVERAGE RETAIL PRICE                               | \$14       | \$14                              | \$14                                       |
| SALES GOAL PER SCOUT                               | \$122.45   | \$210.00                          | \$350.00                                   |
| <b>* Only populate the BLACK &amp; GREEN cells</b> |            |                                   |                                            |
| GROSS SALES POTENTIAL                              | \$ 7,350   | \$ 7,350                          | \$ 12,250                                  |
| COMMISSION POTENTIAL                               | \$2,573    | \$2,573                           | \$ 4,288                                   |
| ADDITIONAL COMMISSION POTENTIAL:                   |            | ADDITIONAL COMMISSION POTENTIAL:  |                                            |
| \$1,073                                            |            | \$2,788                           |                                            |

\* based on research of scouts selling 15 containers each (nation wide average)

## Goal Setting

# #3

- **Determine the sales goal in order to meet your unit's total annual plan.**
- **Set a goal per Scout. Parents want to know what they (scouting family) are responsible for.**
- **Units that set goals per Scout show significant increased in fundraising efforts, parental involvement, retention, etc.**
- **We have the opportunity to make parents true “partners” regarding this fundraiser b/c they can see directly how the money is going to benefit their son and his unit.**
- **2007 Council Goal is \$300,000.**

# Goal Setting

IYOS: Goal Setting @ the UNIT LEVEL

## COMMISSION POTENTIAL BASED ON NUMBER OF BOYS IN UNIT

\* figures in this matrix represent the NET PROFIT to the unit

| NUMBER OF SCOUTS IN THE UNIT | COMMISSION POTENTIAL BASED ON NUMBER OF BOYS IN UNIT |         |         |         |         |         |         |         |         |          |          |          |         |         |         |         |         |         |         |         |         |          |          |          |       |         |         |         |         |         |         |         |         |         |          |          |       |         |         |         |         |         |         |         |         |         |         |          |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |       |         |         |         |         |         |         |         |         |         |         |       |       |         |         |         |         |         |         |         |         |         |         |       |       |       |         |         |         |         |         |         |         |         |         |       |       |       |       |         |         |         |         |         |         |         |         |       |       |       |       |       |       |         |         |         |         |         |         |
|------------------------------|------------------------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-------|-------|-------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-------|-------|-------|-------|-------|---------|---------|---------|---------|---------|---------|
|                              | 75                                                   | 70      | 65      | 60      | 55      | 50      | 45      | 40      | 35      | 30       | 25       | 20       | 15      | 10      | 3       | 6       | 9       | 12      | 15      | 18      | 21      | 24       | 27       | 30       | 33    | 36      |         |         |         |         |         |         |         |         |          |          |       |         |         |         |         |         |         |         |         |         |         |          |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |         |         |         |         |         |         |         |         |         |         |         |       |       |         |         |         |         |         |         |         |         |         |         |       |       |         |         |         |         |         |         |         |         |         |         |       |       |       |         |         |         |         |         |         |         |         |         |       |       |       |       |         |         |         |         |         |         |         |         |       |       |       |       |       |       |         |         |         |         |         |         |
|                              | \$1,103                                              | \$2,205 | \$3,308 | \$4,410 | \$5,513 | \$6,615 | \$7,718 | \$8,820 | \$9,923 | \$11,025 | \$12,128 | \$13,230 | \$1,029 | \$2,058 | \$3,087 | \$4,116 | \$5,145 | \$6,174 | \$7,203 | \$8,232 | \$9,261 | \$10,290 | \$11,319 | \$12,348 | \$956 | \$1,911 | \$2,867 | \$3,822 | \$4,778 | \$5,733 | \$6,689 | \$7,644 | \$8,600 | \$9,555 | \$10,511 | \$11,466 | \$882 | \$1,764 | \$2,646 | \$3,528 | \$4,410 | \$5,292 | \$6,174 | \$7,056 | \$7,938 | \$8,820 | \$9,702 | \$10,584 | \$809 | \$1,617 | \$2,426 | \$3,234 | \$4,043 | \$4,851 | \$5,660 | \$6,468 | \$7,277 | \$8,085 | \$8,894 | \$9,702 | \$735 | \$1,470 | \$2,205 | \$2,940 | \$3,675 | \$4,410 | \$5,145 | \$5,880 | \$6,615 | \$7,350 | \$8,085 | \$8,820 | \$662 | \$1,323 | \$1,985 | \$2,646 | \$3,308 | \$3,969 | \$4,631 | \$5,292 | \$5,954 | \$6,615 | \$7,277 | \$7,938 | \$588 | \$1,176 | \$1,764 | \$2,352 | \$2,940 | \$3,528 | \$4,116 | \$4,704 | \$5,292 | \$5,880 | \$6,468 | \$7,056 | \$515 | \$1,029 | \$1,544 | \$2,058 | \$2,573 | \$3,087 | \$3,602 | \$4,116 | \$4,631 | \$5,145 | \$5,660 | \$6,174 | \$441 | \$882 | \$1,323 | \$1,764 | \$2,205 | \$2,646 | \$3,087 | \$3,528 | \$3,969 | \$4,410 | \$4,851 | \$5,292 | \$368 | \$735 | \$1,103 | \$1,470 | \$1,838 | \$2,205 | \$2,573 | \$2,940 | \$3,308 | \$3,675 | \$4,043 | \$4,410 | \$294 | \$588 | \$882 | \$1,176 | \$1,470 | \$1,764 | \$2,058 | \$2,352 | \$2,646 | \$2,940 | \$3,234 | \$3,528 | \$221 | \$441 | \$662 | \$882 | \$1,103 | \$1,323 | \$1,544 | \$1,764 | \$1,985 | \$2,205 | \$2,426 | \$2,646 | \$147 | \$294 | \$441 | \$588 | \$735 | \$882 | \$1,029 | \$1,176 | \$1,323 | \$1,470 | \$1,617 | \$1,764 |

|              |      |      |       |       |       |       |       |       |       |       |       |       |
|--------------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Containers:  | 3    | 6    | 9     | 12    | 15    | 18    | 21    | 24    | 27    | 30    | 33    | 36    |
| Gross Sales: | \$42 | \$84 | \$126 | \$168 | \$210 | \$252 | \$294 | \$336 | \$378 | \$420 | \$462 | \$504 |

AVERAGE SALES PER SCOUT

Commission Potential:

Average Container Cost:

# Communicate The Plan

## #4

- **67% of all Parents feel that a meeting was the best way to communicate the Unit's annual plan.**
- **Parents also feel that multiple channels of communication are also essential.**
  - e-mail, web site, newsletter, phone, etc.
- **51% of parents went into Scouting expecting to pay between \$25-\$149 for the year.**
  - **Avoid surprises-communicate what the program is, what it will cost, and how to fund it!**
- **Hold program family kick-off meeting at a “fun” location; firehouse, cookout at local park, ball park, etc.**

# Communicate The Plan

- **Explain to the parents what his and/or her child will get out of participating in the popcorn sale.**
  - **Learning experiences, helping others, earning their own way, personal responsibility, etc.**
- **Request volunteer support from parents.**
  - **Lay out annual plan so people may plan accordingly.**
  - **66% of parents hesitate to get involved due to time constraints.**
- **Distribute calendars and web site address to all parents and Scouts.**



# More Parental Involvement

**Parents want to know:**

- 1. What's in it for me and my Scout?**
- 2. How will this benefit our Unit?**
- 3. What do I need to do?**

# Parental Involvement:

## What's In It For Me?

### Scouting Values

- ✓ Scouts earn their own way
  - ✓ Scouts learn responsibility
  - ✓ Scouts learn perseverance
- **Scouting Achievement**
- ✓ **Salesmanship**
  - ✓ **Communication**
  - ✓ **Self Confidence**

### ➤ **Win / Win for all in the unit**

- ✓ Enhance Scouting Programs
- ✓ Provide needed equipment
- ✓ Reduce program costs



**Success =  
Engage at a  
Higher Level**

# Parental Involvement:

## What Do I Need To Do?

Success = Engage at a Higher Level

- Parental Support
  - ✓ Attend Unit Kick off
  - ✓ Donate time during the sale
  - ✓ Encourage other parents to support the sale
- The Most Important Thing For A Parent To Do:

**MAKE SURE YOUR SCOUT**  
**REACHES HIS SALES**  
**GOAL!!!**



**Influence Factor:**



**Lack of information  
limits parental  
involvement**

# The Parent Message



**You want to inform parents about opportunities the popcorn sale provides to improve Scout programs, but what are you going to say?**

- **What's the "call to action?"**
- **Is your message to be passive, or more aggressive?**
- **Are we shooting for a simple, informative message?**



# Letter to Parents

**Giving a letter to all the parents at the Family Popcorn Kickoff is an idea that successful Units tell us about repeatedly.**

- The letter **communicates** the Unit’s program, activities, and costs.
- It explains how the popcorn sale is going to be the **ONE** fundraiser for the program, and if parents wish to “pay for the program” through popcorn, the Unit really needs their participation.
- It gives the Unit’s goal, the **“per-family” goal**, and what happens when the goal is reached.
- It explains **Blitz Day** and gives all the key dates for the sale.



First Baptist Church Cub Scout Pack 150  
 Popcorn Kernel: JoAnne Simpson  
 Phone: (785) 221-0849  
 Email: [simpson@yahoo.com](mailto:simpson@yahoo.com)

Dear Parents of Pack 150:

I want to tell you all about our Pack's fundraiser for 2006: the Popcorn Sale, so that you understand how important it is to our Pack and our Scouting program. None of us like to do fundraisers, and that's why we are going to focus all of our efforts for a two-week period (or less), to make all the money we need for the great Scouting Program you see below. If we succeed, everyone can spend the rest of the year having FUN in Scouting... for FREE!

| <b>-September – “Soaring to New Heights”</b>         | <b>COST</b> | <b>-February – “Fiesta”</b>             | <b>COST</b> |
|------------------------------------------------------|-------------|-----------------------------------------|-------------|
| •Rocket Derby (Pack Activity)                        | \$5.00      | •Blue & Gold Banquet (Pack Activity)    | \$9.00      |
| •Military Base Visit (Go See It)                     | \$20.00     | •Scout Sunday (Service Project)         | Free        |
| •Environmental Good Turn Day (Service Project)       | Free        | • <b>March – “Walk in My Shoes”</b>     |             |
| • <b>October – “Once Upon a Time”</b>                |             | •Indoor Rock Climbing (Pack Activity)   | \$15.00     |
| •Fall Family Camping (Pack Activity)                 | \$5.00      | •Hospital Tour (Go See It)              | Free        |
| •Halloween Party                                     | \$3.00      | •Scouting for Food (Service Project)    | Free        |
| •Kansas Children's Museum (Go See It)                | Free        | • <b>April – “Cubservation”</b>         |             |
| • <b>November – “Pilgrims of Plymouth Rock”</b>      |             | •Spring Family Camping (Pack Activity)  | \$5.00      |
| •Rain gutter Regatta (Pack Activity)                 | \$5.00      | •State Park Visit                       | Free        |
| •Thanksgiving Cookout                                | \$3.00      | • <b>May – “My Home State”</b>          |             |
| •Kansas Historical Society (Go See It)               | Free        | •Zoo Visit (Pack Activity)              | \$5.00      |
| • <b>December – “A Cub Scout Gives Goodwill”</b>     |             | • <b>June – “Cub Rock”</b>              |             |
| •Christmas Party                                     | \$3.00      | •Summer Day Camp                        | \$60.00     |
| •Volunteer at a Local Soup Kitchen (Service Project) | Free        | • <b>July – “Fin Fun”</b>               |             |
| • <b>January – “Home Alone”</b>                      |             | •Swim Party (Pack Activity)             | \$2.00      |
| •Pinewood Derby (Pack Activity)                      | \$5.00      | • <b>August – “Scouting the Midway”</b> |             |
| •Police Station Visit (Go See It)                    | Free        | •Family Cookout                         | \$3.00      |



# Letter to Parents (cont.)

Now, the cost for the above program – for all activities, Day Camp, Registration / Insurance, Boy’s Life (1 year), Uniform, Handbook, and Badge – is **\$199 per Scout**. It is our goal for each Scout to raise \$500 in popcorn sales, and if each Scout does, that cost for the entire program is covered, and is **FREE** to you! This will be a little more than one full Order Form sheet.

**Pack 150’s Popcorn Goal: \$15,000.**

We have **30 Scouts** in our Pack, so the “**Per-Scout or Per-Family Sales Goal**” is **\$500** (\$15,000 / 30).

In an effort to make this easier for everyone, we have scheduled a “Blitz Day” for Saturday, October 7<sup>th</sup>. We will all meet at the Church at 3:00pm, and then Scouts will sell through our neighborhoods until 6:00pm. We have planned this out, and know exactly where we will be going to sell. Then, at 6:30, we’ll all meet back up at picnic ground #2 at Williams Park for a Hot Dog roast to celebrate our success, give out some prizes, and to remind the Scouts how they can keep going until they reach their goals.

Parents, we realize that everyone’s schedule is busy, but the Popcorn Sale is the one fundraiser we do as a Pack, the one thing we ask so that our Scouting Program is affordable for everyone. If you have any questions, comments or concerns, please feel free to contact me.

--JoAnne Simpson

# **Earn The Money Needed** **#5**

- **83% of Cub Scout parents and 97% of Boy Scout parents feel that their child should earn his own way in Scouting.**
- **Distribute materials for the Popcorn sale.**
- **Review the products, commission structure, and incentives (prizes) for the boys.**
  - **52% of the Scouts were motivated by prizes**

# **Earn The Money Needed**

- **Review sales needed to reach the Scouts goal and review how money raised benefits Scouting.**
  - **39% of parents do not know how the money raised is spent.**
- **Recruit more Scouts.**
- **Get 100% participation from the Scouts and their parents.**
- **Monitor the sale from start to finish with weekly reports.**

# #6

## Execute The Plan!

- **Keep the calendar (budget) updated.**
- **Communicate upcoming events well in advance.**
- **Constantly review activities for the future planning meetings.**
- **Track actual costs for all activities.**