



POPCORN UNIVERSITY

FALL 2023

WELCOME

Welcome to Unit 436's Popcorn Kickoff!



WELCOME GAME

**First, we're
going to play
a game!**

THE SALE STARTS TODAY

The Sale Starts Today!



HOW DO WE SELL

7 out of 10

**people you ask to
buy popcorn will
say yes**

HOW DO WE SELL

Best Ways to Sell Popcorn

- **Door to Door** – Sign out popcorn on consignment and go door to door to sell popcorn
- **Friends and Family** – Ask your friends and family through social media and emails
- **Show and Sell** – Join us at an upcoming show and sell booth:
 - September 22 at Buehler's, 10am-2pm
 - October 11 at Menard's, 5pm-9pm

WHY DO WE SELL?

What do you want?

Fall Campout	= \$25
Summer Camp	= \$50
Pinewood Derby	= \$10
All Awards	= \$50
Raingutter Regatta	= \$10
Christmas Party	= \$10
Halloween Party	= \$10
Rubber Ducks Game	= \$25
Blue & Gold Banquet	= \$15
Total	= \$205

\$205 x 3
= \$615
in popcorn
sales

ROUND UP TO
\$700 TO
REACH THE
\$700 ALL OUT
BLITZ LEVEL

WHY DO WE SELL?

\$700 in popcorn sales gets you:



Fall Campout



Summer Camp



Advancements



Blue & Gold Banquet



Pinewood Derby

Rubber Ducks Game



Raingutter Regatta

Holiday parties



WHY DO WE SELL?

**\$700 in popcorn sales ALSO
gets you:**



**\$40 Amazon Gift Card
for the All Out Blitz**



\$700 in Prizes

WHY DO WE SELL?

**\$700 in popcorn sales ALSO
gets you:**



THE SALE STARTS NOW

**The popcorn sale
provides prizes for
kids and programs
for families.**

2023 POPCORN SALE

**The Sale
Starts Now!**

BREAK OUT SESSIONS

- **Get the Junk Out of Your Trunk – Cafeteria**
- **Grow Your Troop by Helping the Pack: A Long-Term Benefit – Room 144 (Conference Room on your right on the way to the cafeteria)**
- **Popcorn Kernel Toolbox – Auditorium (here!)**
- **Show & Deliver: Kid Tested, Parent Approved! – Room 115**



JOIN SCOUT NIGHT KICKOFF

FALL 2023



WELCOME

Nathan Hopper,
*Buckeye Council Chief Operating
Officer*



HOOKED ON SCOUTING

Melissa Biltz,

*Buckeye Council Join Scout Night
Chair*

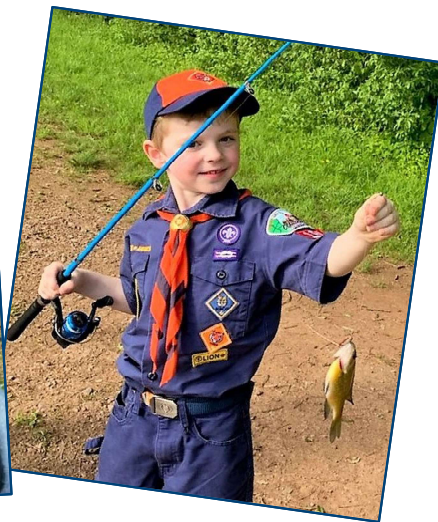
WHAT'S OUR MISSION?

Give every youth and their family a chance to attend a recruitment meeting and begin their Scouting story.

HOOKED ON SCOUTING

Each new youth will receive:

- A **free fishing rod** to use at an upcoming Family Adventure Camp



HOOKED ON SCOUTING

**Resources alone will not
help us reach every
eligible youth.**

HOOKED ON SCOUTING

A study conducted in 2019 shows that **59.3%** of new Scouts joined because of a personal recommendation from someone they know.

What does that mean?

HOOKED ON SCOUTING

Beyond a yard sign, flyer, buddy card, sticker, etc. the thing that tips someone over from not joining to joining **was that they knew someone in scouting that recommended they check it out.**

This is an equal measurement for all programs. In fact, this may be more applicable for troops than packs.

HOOKED ON SCOUTING

- Engage all parents and Scouts to make **five ScoutSHAREs**
- Work together in your community to **have three joining opportunities**
 - **Open house + 2 other joining opportunities**



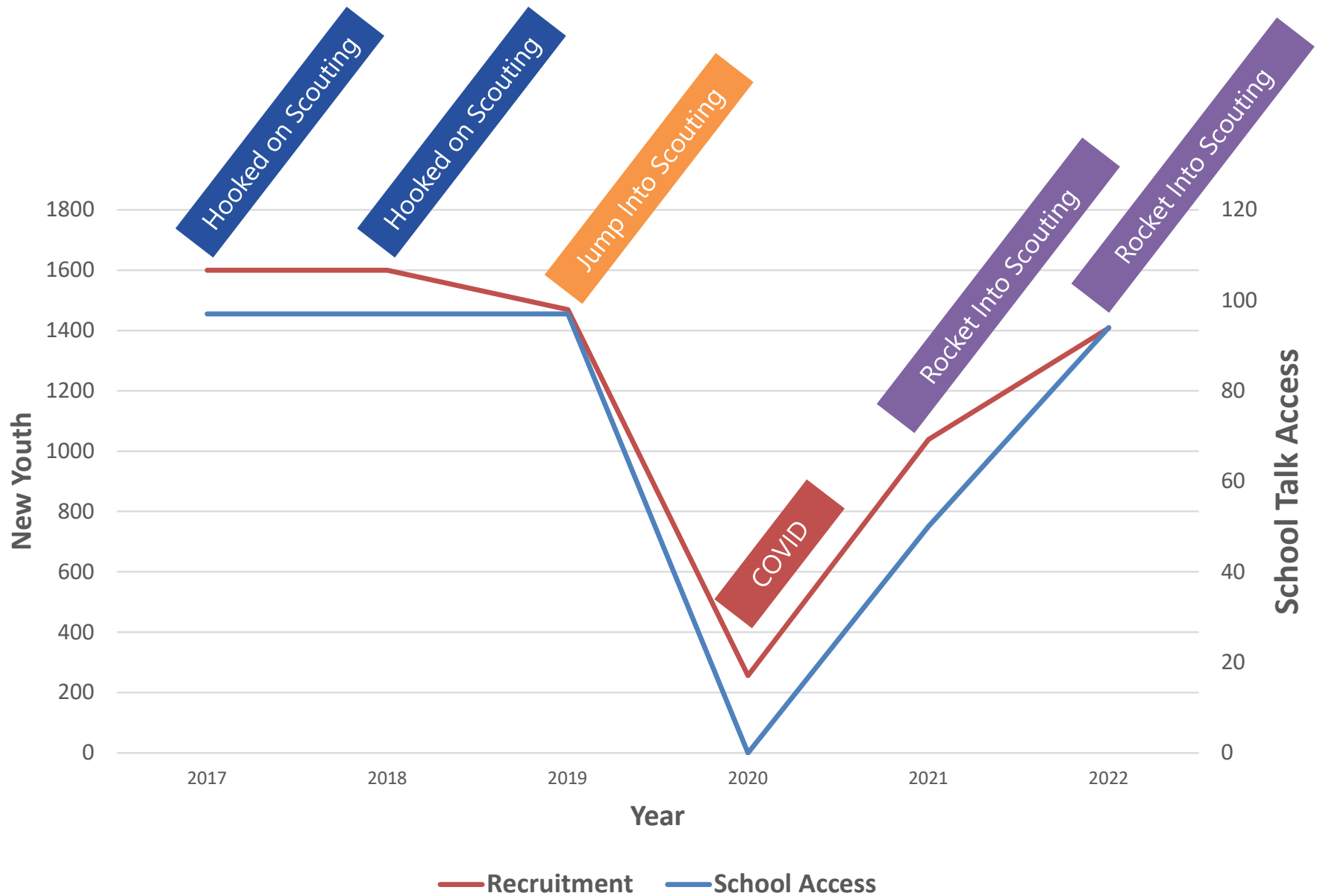
RETURN TO FORM

Nathan Hopper,
*Buckeye Council Chief Operating
Officer*

RETURN TO FORM

- In 2020, we recruited **83% fewer** youth than usual. = 250 youth
- In 2021, we recruited just **25% fewer** youth than usual with **50% school access**. = 1,100 youth
- In 2022, we recruited the usual level with **95% school access**. = 1,400 youth

RETURN TO FORM



RETURN TO FORM

#1 = Being in front of kids.

- This is why it's so important to have a good relationship with schools

#2 = Everything else in concert.

- Then it's a combination of all other forms of promotion. Yard signs, stickers, flyers, etc.

Families need Scouting, families want Scouting and our plans and resources that you're getting today are the **BEST versions** to date.

RECRUITMENT RECIPE

Keys to Success

- Partner together
- Multiple joining events – including the open house!
- Families sharing their Scouting story



GO TO THE OPEN HOUSE!

**Do I really need to go to the
open house?**

YES!!!!!!!

Which open house set up is better? ...

GO TO THE OPEN HOUSE!



GO TO THE OPEN HOUSE!

Do I really need to go to the open house?

- **The Open House equivalent to the Popcorn Kickoff of the Join Scout Night campaign.**
- **Families have to go to the open house.**
- **This is a chance for scouting to be visible. Troops can come and help. Have older kids come to help and be a role model.**
- **Consider having the youth wear their uniform and adults wear plain clothes.**
- **Have a table top game.**



CAMPAIGN OVERVIEW

Nathan Hopper,
*Buckeye Council Chief Operating
Officer*

CAMPAIGN OVERVIEW

Timeline

- Join Scout Night Kickoff
- **School Open House**
- Community Promotions
- Digital Promotions
- First Day of School
- School Talk
- **Join Scout Night at School**
- Parent Orientation
- Additional Join Scout Night opportunities

SCHOOL OPEN HOUSE

Objective: Create an exciting visual and welcoming environment. Capture contact information of interested families.

Resources:



Who's Responsible: Unit coordinates with school and staffs the table.

COMMUNITY PROMOTIONS

Objective: Conduct additional joining opportunities at public venues.

Resources:

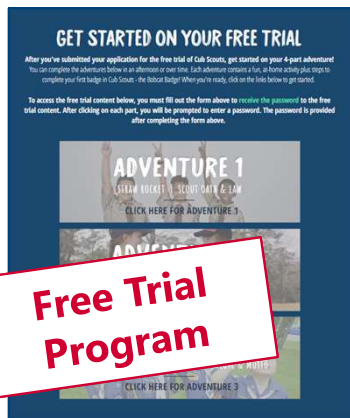


Who's Responsible: Unit leadership and parents.

DIGITAL PROMOTIONS

Objective: Leverage digital technology to create additional touch points with prospective families.

Resources:



Free Trial Program



Facebook Ads

PACKS IN YOUR AREA

The spreadsheet below is sorted by town throughout the Buckeye Council area. Use "Control + F" to easily search by your town, school district, elementary school, or even Pack number by using "Control + F" on your keyboard, the website will automatically find and highlight what you are looking for.

Public Pack Fall Jan Scout Night - Sheet1

Pack	Date	Time	Location	Unit Leader Name	Unit Leader Cell
05000000000	Wednesday, September 14	6:00 PM	Alliance Early Learning School Columbus	Chris Cole	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	Alliance Elementary Columbus	Chris Cole	614-896-4100
05000000000	Thursday, September 15	6:00 PM	Alliance Intermediate Columbus	Chris Cole	614-896-4100
05000000000	Wednesday, August 28	6:00 PM	Rings Creek Park Hall	Chris Cole	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	Alliance Early Learning School Columbus	Sean Butler	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	St. John's Episcopal	Chris Cole	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	Alliance Early Learning School Columbus	Sean Butler	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	Alliance Intermediate Columbus	Sean Butler	614-896-4100
05000000000	Wednesday, August 28	6:00 PM	Rings Creek Park Hall	Sean Butler	614-896-4100
05000000000	Wednesday, September 21	6:00 PM	The Club Central	Sean Butler	614-896-4100
05000000000	Wednesday, September 21	6:00 PM	Washington Elementary Music Room	Sean Butler	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	Arise, Ohio Elementary	David Denton	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	Crookston Elementary	David Denton	614-896-4100
05000000000	Wednesday, September 14	6:00 PM	St. Elizabeth	David Denton	614-896-4100
05000000000	Wednesday, August 21	6:00 PM	Kings Elementary	Sean Butler	614-896-4100
05000000000	Wednesday, August 21	6:00 PM	Rings Elementary	Sean Butler	614-896-4100
05000000000	Wednesday, August 21	6:00 PM	Edison Elementary	Sean Butler	614-896-4100
05000000000	Wednesday, August 21	6:00 PM	Madison	Sean Butler	614-896-4100
05000000000	Thursday, September 15	6:00 PM	Belle Elementary Columbus	Michael Cook	614-896-4100
05000000000	Thursday, August 28	6:00 PM	Bellevue Elementary	Michael Cook	614-896-4100
05000000000	Thursday, September 15	6:00 PM	Bellevue Elementary	Jason Orum	614-896-4100
05000000000	Thursday, September 21	6:00 PM	Wesport Creek Elementary	Edna Quastner	614-896-4100
05000000000	Thursday, September 21	6:00 PM	Wesport Creek Elementary	Edna Quastner	614-896-4100

JSN Locator Tool & Downloadable Resources



Online Registration

Who's Responsible: Created by the Buckeye Council, but shared and utilized by unit leadership and families.

FIRST DAY OF SCHOOL

Objective: Communicate at the first available opportunity about upcoming joining events.

Resources:



Who's Responsible: First day flyer delivered to school by district staff.

SCHOOL TALK

Objective: Communicate directly with kids to cast a vision of the adventure found only in Scouting and invite them to a specific Join Scout Night.

Resources:



**School Talk
Flyer**



Stickers



**Pull Up
Banners**

Who's Responsible: District staff conducts the talk, pack volunteers invited to assist.

JOIN SCOUT NIGHT

Objective: Sign kids up for Scouting!

Resources:



Onboarding Envelopes



Launch Packs



Join Scout Night Boxes



Pull Up Banners

Who's Responsible: The unit supported by a District Campaign Coordinator and/or District Staff.

PARENT ORIENTATION

Objective: Educate parents on how the unit functions and how they can help. Should also serve as a joining opportunity.

Resources:



Who's Responsible: The unit leadership

ADDITIONAL JOINING OPPORTUNITIES

Objective: Sign kids up for Scouting! Ensure every youth has the chance to join.

Resources:

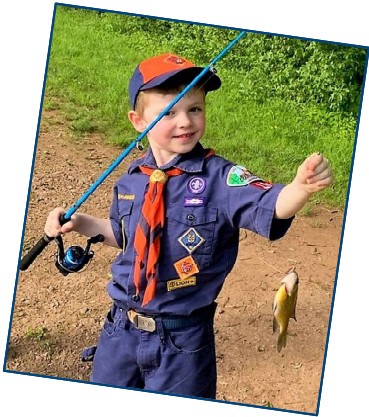


Who's Responsible: The unit supported by unit coordinators and/or district staff.

FAMILY ADVENTURE CAMP

Objective: Deliver the promise of Scouting adventure to all scouts and increase their likelihood to stay in the program.

Resources:



Who's Responsible: District volunteers with the support of units.

MEMBERSHIP FEE

Effective August 1, 2023, the BSA will implement the following national membership fees:

- **\$80 for Cub Scouts, Scouts BSA, and Venturing participants**
- **\$60 for all adult volunteers**
- **\$25 one-time joining fee** for new program participants in Cub Scouts, Scouts BSA, and Venturing
- **\$25 for Merit Badge Counselors** (New Fee applies only for Merit Badge Counselors not already registered as leaders)

MEMBERSHIP FEE

- The practice of prorating fees for new members until the date the unit recharterers will be eliminated.
- New members will pay the full annual membership fee, along with the one-time joining fee, upon initial registration. They will then renew their registration on their anniversary date 12 months later.
- Current members will begin individual renewal after the Spring 2024 recharter cycle with an anniversary date that matches their unit's current recharter date.

$$\begin{array}{ccccccc} \mathbf{\$25} & \mathbf{+} & \mathbf{\$80} & \mathbf{+} & \mathbf{\$1} & \mathbf{=} & \mathbf{\$106} \\ \text{Joining} & & \text{Membership} & & \text{Accident} & & \text{BSA} \\ \text{Fee} & & \text{Fee} & & \text{Insurance Fee} & & \text{Registration} \\ & & & & & & \text{Fee} \end{array}$$

JOIN SCOUT NIGHT 2023

Questions & Answers