

How to Incorporate Merit Badge Requirements with Fundraising

This document is to help aid families, leaders and scouts with incorporating the Salesmanship, Entrepreneurship and American Business Merit Badges with Fundraising. Each merit badge should be a steppingstone to the next starting with Salesmanship and then Entrepreneur and American Business. When working to complete specific requirements that go hand in hand with fundraising, we recommend including such fundraising programs like Popcorn sales/show-n-sell and other local or troop sponsored fundraising activities.

In one sale of popcorn or other fundraising, a Scout can earn enough to pay for a year's worth of adventures in Scouting.



Salesmanship

By studying salesmanship, Scouts can learn self-confidence, motivation, friendliness, and the persistence necessary to overcome obstacles and solve problems. Sales can offer a challenging and rewarding career for those who enjoy interacting with people from all walks of life.



Entrepreneurship

By earning the Entrepreneurship merit badge, Scouts will learn about identifying opportunities, creating and evaluating business ideas, and exploring the feasibility (how doable it is) of an idea for a new business. They will also have the chance to fit everything together as they start and run their own business ventures.



American Business

Earning the American Business merit badge can help Scouts learn practical business matters that will be useful throughout life. Learning how businesses function will help you understand society and uncover a number of career options.

Fundraising and Salesmanship Merit Badge Guide

By studying salesmanship, Scouts can learn self-confidence, motivation, friendliness, and the persistence necessary to overcome obstacles and solve problems. Sales can offer a challenging and rewarding career for those who enjoy interacting with people from all walks of life.

Salesmanship merit badge requirements (1, 2, 3, 4, 6 and 7) can be conducted before or after the fundraiser at the discretion of merit badge counselor, parent or leaders. Requirement 5 is accomplished during the actual fundraiser activities (Show-n-Sell, in person and online).

Step 1: Plan and Present Fundraiser

Incorporate fundraising activities around merit badge requirements

Planning should include scouts who are tasked with **(Salesmanship Req. 3)** writing and presenting a sales plan for a product or service and a sales territory assigned by your counselor. Have Scouts locate top prospects such as family, neighbors, friends that are potential customers.

(Salesmanship Req. 4) Make a sales presentation of a product or service assigned by your counselor. Popcorn, moon pies, camp cards... etc...

Step 2: Conduct Fundraiser

(Salesmanship Req. 5) Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned and share your experience with your counselor. Scouts should keep records of all customers, track their goal progress, and report to their troop the weekly progress they have made.

- a. Help your unit raise funds through sales either of merchandise or of tickets to a Scout event.
- b. Sell your services such a lawn raking or mowing, pet watching, dog walking, show shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's satisfaction.
- c. Earn money through retail selling.

Step 3: Complete other Salesmanship merit badge requirements and additional fundraising activities as needed to guide scouts to successfully completing the Salesmanship merit badge.

References: <http://usscouts.org/mb/worksheets/Salesmanship.pdf>

<https://youtu.be/NSZBnwA5zV4?feature=shared>

Use the references, tips and guides along with setting a goal for each scout.

See Next page for Merit Badge Requirements and Tips Sheets

Note: This guide is subject to change. Parents, Leaders and Merit Badge Counselors should use discretion when deciding on what activities equate to what Merit Badge requirements ensuring appropriate completion based on Scouting principles and guidelines.

Salesmanship Merit Badge Requirements	Tips
1. Explain the responsibilities of a salesperson and how a salesperson serves customers and helps stimulate the economy. 2. Explain why it is important for a salesperson to do 3. the following: 1. Research the market to be sure the product or service meets the needs of customers. 2. Learn all about the product or service to be sold. 3. If possible, visit the location where the product is built and learn how it is constructed. If a service is being sold, learn about the benefits of the service to the customer. 4. Follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product or service. 4. Write and present a sales plan for a product or service and a sales territory assigned by your counselor. 5. Make a sales presentation of a product or service assigned by your counselor. 6. Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned, and share your experience with your counselor: 1. Help your unit raise funds through sales of merchandise or of tickets to a Scout event. 2. Sell your services such as lawn raking or mowing, pet watching, dog walking, snow shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's satisfaction. 3. Earn money through retail selling. 7. Do ONE of the following: 1. Interview a salesperson and learn the following: 1. What made the person choose sales as a profession? 2. What are the most important things to remember when talking to customers? 3. How is the product or service sold? 4. Include your own questions. 2. Interview a retail store owner and learn the following: 1. How often is the owner approached by a sales representative? 2. What good traits should a sales representative have? What habits should the sales representative avoid? 3. What does the owner consider when deciding whether to establish an account with a sales representative? 4. Include your own questions. 8. Investigate and report on career opportunities in sales, then do the following: 1. Prepare a written statement of your qualifications and experience. Include relevant classes you have taken in school and merit	Conduct before or after fundraiser. Incorporate requirements in with your troop meetings and other meetings. Plan and Present Fundraiser Set Goals Conduct Fundraiser(s) :Popcorn Sales Other Fundraisers as needed Example: Show-and-Sale Popcorn Sales in front of high traffic stores (Get Store Manager Permission) Coordinate with a salesperson or retail store owner at the location where you plan to conduct the fundraiser to complete one of Requirement #7 Conduct before or after fundraiser
- badges you have earned. 2. Discuss with your counselor what education, experience, or training you should obtain so you are prepared to serve in that position.	

Example Unit Popcorn Plan

"If you fail to plan, you plan to fail."

1. Plan out your unit calendar for at least the next 12 months and set a unit budget.
2. Make sure that your Fundraising Chair is trained by your council or district in Popcorn and attends kickoffs, etc.
3. Ask each family to fill out their Personal Popcorn Plan to set their goal. Use these to set unit goals.
 - How much do they need for next year for: Dues? Camp? Trips? Activities?
 - Determine additional amount Webelos need to take with them when they cross over to a troop.
4. Establish Scout Accounts to help each Scout and their family with their Scouting expenses.
5. Have a short Popcorn Kickoff session at a unit meeting to tell the Scouts and parents about the popcorn sale.
6. Have a "Sales Blitz Day" or "Fill a Card" day or other kickoff day with special prizes.
7. Sell popcorn by various methods such as TAKE ORDER, SHOW AND SELL, SHOW AND DELIVER, and SELLING AT WORK.
8. Scouts should continue until their goal was met (usually 3 or 4 afternoons or weekend days).
9. Recognize top sellers and hold a victory party at sale's end.

Basic Sales Tips - Asking is the key to selling.

Target Your Customers - Add up all the easy prospects you can think of starting with the "Perfect 10":

___10 Sales to Family Friends, parents, grandparents, aunts, uncles, brothers, sisters, Labor Day parties, etc.

___10 Sales to your mom's friends at work, clubs, youth groups, teams, etc. Challenge parents to make 10 sales!

___10 Sales to your dad's friends at work, clubs, youth groups, teams, etc.

___10 Sales to closest neighbors. *That's your first 40 sales! At an avg of \$20, that is your first \$800 in less than a week.*

___Hair salon, insurance office, bank, etc. You give them your business. 3-10 sales?

___Friends at your religious institution: 3 - 5 Sales?

___Everyone you have sold anything to in the past. Did you keep their names and numbers? 1 - 50 Sales or more.

___The next 25 neighbors in each direction. (50% should buy!)

Target Your Times

- ☐ "Sell early, sell often." - Start selling as soon as you can, preferably before the school year starts.
- ☐ Get to as many people as you can before, during and after school.
- ☐ Saturday morning is often the best time.
- ☐ Saturday afternoon is next best.
- ☐ Sunday afternoon is very good.
- ☐ Sunday evening is good.
- ☐ Weekday evenings after 5:30 can be good as well.

Target Your Uniform

- ☐ Wear your uniform shirt, hat, and shorts if possible.

Target Your Territory

- ☐ Start with your own friends, family, and neighborhood if it is safe.
- ☐ Target safe neighborhoods likely to buy.
- ☐ Leave "Sorry I missed you" notes. Create a doorhanger with information on ordering online.
- ☐ Give Thank You notes asking for additional orders.
- ☐ Keep a copy of forms you turn in as a backup.
- ☐ Ask them to pay by check/CC when they place the order. It is much harder to get the money the second time.
- ☐ Ask if they can pay by check so you don't have to carry much cash. Have change ready!! \$1, \$5, \$10's
- ☐ Save your names and phone numbers so you will know who to ask & who to avoid next year

Show and Sell

Show and Sell opportunities are everywhere! Walmart is just one of a list of major retailers and grocery stores that often allow Scout units to sell in front of their stores for immediate delivery. In one Saturday, your unit might sell \$1,500 in popcorn at a single store! Check Google maps for a store's "busy times" and schedule your sale accordingly.

When you plan your Show and Sells, consider these opportunities:

- Do you have a Walmart or other major retailers in your area?
- Could you have a stand at festivals, car shows, and other events in your area?
- Would your Chartered Organization host a show and sell?
- Would local churches or other religious organizations allow Scouts who are their members to sell after services?
- What are their busiest times?

How many Show and Sell opportunities do you have? Limit shifts for Cub Scouts to 2 hours or so. Remember safety first. Many Packs require an adult with each Cub Scout. Every Tiger/Lion needs a handler!

Overcoming Objections

Customer Objections

1. **We can't eat popcorn.** Would you like to "Support the Troops" and send popcorn to soldiers overseas? How about as gifts for others?
2. **We already bought.** Can I practice my sales pitch with you anyway? (Many will still buy again!)
3. **That seems too expensive.** Tell them what you do. Show them your patches! 2/3's of the money helps local Scouts.
4. **I don't have any money.** No problem. You can pay by credit card.
5. **Not home.** Leave your "Sorry I Missed You" door hanger.

Parent Objections

1. **We're too busy.** For one day? For one morning? To just take forms with you to work, etc.?
2. **We aren't sure he/she is staying in Scouting.** We would encourage him/her to come and learn a new skill while having fun with their new friends.
3. **"We'll just pay whatever it costs.** This isn't just about the money raised, it is about the Scouts learning skills, self confidence, earning their own way, and achieving goals. However, Could you at least take forms with you to work, friends, neighbors, etc.?
4. **We are already selling other things.** Would you let your friends and family choose which they want?

Unit Leader Objections

1. **We already do other fundraisers.** Why not just make this available to your Scouts who might be interested? Setting up online sales has no risk to the unit and is easy.
2. **Too much of the profit goes to the council.** The unit can easily earn up to 40% commission. The council's portion pays for facilities, camps, staffing, and resources that help keep your costs down.
3. **We can't sell in our area.** Then don't. Do you have any other areas within 30 minutes where you could sell? There is no set boundary for sales and online sales can be done with family and friends anywhere.
4. **We don't need to do fundraising.** Popcorn is about more than fundraising, it's about Scouts earning their own way and learning that mom and dad don't need to pay for everything. Why not allow your Scouts the chance to decide for themselves?

Entrepreneurship Merit Badge Requirements	Tips
1. In your own words, define <i>entrepreneurship</i>. Explain to your merit badge counselor how entrepreneurs impact the U.S. economy. 2. Explain to your counselor why having good skills in the following areas is important for an entrepreneur: communication, planning, organization, problem solving, decision making, basic math, adaptability, technical and social skills, teamwork, and leadership. 3. Identify and interview an individual who has started a business. Learn about this person's educational background, early work experiences, where the idea for the business came from, and what was involved in starting the business. Find out how the entrepreneur raised the capital (money) to start the business, examples of successes and challenges faced, and how the business is currently doing (if applicable). Discuss with your counselor what you have learned. 4. Think of as many ideas for a business as you can, and write them down. From your list, select three ideas you believe represent the best opportunities. Choose one of these and explain to your counselor why you selected it and why you feel it can be successful. 5. Create a written business plan for your idea that includes all of the following: 1. Product or Service 1. Describe the product or service to be offered. 2. Identify goals for your business. 3. Explain how you can make enough of the product or perform the service to meet your goals. 4. Identify and describe the potential liability risks for your product or service. 5. Determine what type of license, if any, you might need in order to sell or make your product or service. 2. Market Analysis 1. Identify the types of people who would buy your product or service. 2. Identify your business's competitors, and describe their strengths and weaknesses. 3. Describe what makes your product or service unique. 3. Financial 1. Determine how much money you will need to start your business, and identify how you will obtain the money. 2. Determine the cost of offering your product or service and the price you will charge in order to make a profit. 3. Describe what will happen with the money you make from the sales of your product or service. 4. Personnel 1. Determine what parts of the business you will handle yourself, and describe your qualifications. 2. Determine whether you will need additional help to operate your business. If you will need help, describe the responsibilities and qualifications needed for the personnel who will fill each role. 5. Promotion and Marketing 1. Describe the methods you will use to promote your business to potential customers. 2. Explain how you will utilize the Internet and social media to increase awareness of your product or service. 3. Design a promotional flier or poster for your product or service. 6. When you believe your business idea is feasible, imagine your business idea is now up and running. What successes and problems might you experience? How would you overcome any failures? Discuss with your counselor any ethical questions you might face and how you would deal with them.	Begin this merit badge for scouts that have already earned the Salesmanship Merit badge. These scouts can “create” their new business using popcorn or camp cards as a product and “employ” scouts that are earning salesmanship merit badge. Incorporate requirements in with your troop fundraising meetings, events and other meetings. Coordinate with a store owner or manager at the location where you plan to conduct the fundraiser to complete one of Requirement Business plan ideas could be centered around Popcorn sells Links: Entrepreneurship for teens Habits of success Write a Business plan

Selling Tips

- **Know Your Product:** Be familiar with what you're selling and its benefits. This helps you answer questions confidently.
- **Be Polite and Friendly:** A smile and a positive attitude go a long way in making a good impression.
- **Set Goals:** Have clear sales goals to stay motivated and track your progress. Share this with your customers.
- **Practice Your Pitch:** Rehearse a brief, engaging sales pitch that explains why you're fundraising and what the money will support.
- **Be Persistent, Not Pushy:** Politely ask, but respect if someone says no. Thank them for their time regardless of the outcome.
- **Leverage Your Network:** Start with friends, family, and neighbors. They're more likely to support your efforts. Share on social media where and when your troop is selling and invite them to the location to purchase from your troop!
- **Dress Neatly:** Wear your uniform or scout attire to present a professional image.
- **Safety First:** Always follow safety guidelines, such as selling with a buddy or having a parent nearby.

[SALES AND MARKETING FOR KIDS](#)

NWGABSA.ORG/POPCORN