



May 24, 2017

Dear Scouts and Scouters:

Welcome to the 2017 popcorn sale!

The sale of popcorn and related products is integral to the success of the Council and benefits each unit that participates. Every dollar earned by units and the Council benefits the entire Council. There are two new products this year, and incentives have been improved, including reducing sales levels necessary for Scouts to earn upper level prizes. Additionally, each unit will receive a free case of \$20.00 product, which provides an immediate \$160.00 in profit to the unit.

To maximize success:

- Read this book;
- Become familiar with all of the products;
- Start selling early; and
- Pay attention to key dates.

All unit commissions stay with the unit to fund unit programs and activities. The Districts have resources to assist units in maximizing sales and assisting units in achieving successful results.

We look forward to a successful sale and helping every scouter and unit achieve their goals!

Sincerely,

Sam Kroll, Council President

