



# How To Make Your Unit's "BLITZ DAY" A Great Event!

Successful popcorn-selling Units insist on using "Blitz Day" as THE best way to help reach their sales goals. When your Unit participates in "Blitz Day" you too will be amazed at several things: like how quickly you can sell a lot of popcorn to raise the money your Unit and Scouting families need and how much more fun it is for the Scouts to participate when they sell as a group.

With just a little bit of organization and planning, your Unit can pile up the sales and completely cover your neighborhoods or communities in no time. The more Scouts and parents who participate, the faster you can sell. Research has shown that 72% of those who are asked to support you by buying Trails End gourmet popcorn at the DOOR FRONT will do so. The trick is to reach everyone's door out there and ask! **Blitz Day** makes this easier.

Lastly, don't forget that the council and district volunteers have great prizes for the Scouts who "Fill Up" their Take Order forms, **Blitz Day** will help them get there much faster! Here's how to do it in a few, simple steps:

1. Make sure you promote **Blitz Day**, and participating in it, to your Scouts and parents ahead of time. Advance promotion and planning is the key. If everyone knows about **Blitz Day**, where to meet and when to be there, the more scouts and parents you'll have participating and the more sales you'll get, quicker! Tip: Ask parents to "give just this one day", and hopefully, they'll be done with popcorn for the year. *Also: Set a sales goal for the day!*

2. Plan out WHERE your Unit or Den will be selling popcorn on **Blitz Day**. Simply taking a little bit of time beforehand to map out the streets, neighborhoods or communities you want to cover on **Blitz Day** will make it much easier and faster for your Scouts and parents. An organized effort is the best way to success! Everyone involved will thank you for it later.

3. Train the Scouts (and parents) at the Beginning of **Blitz Day** on what to say at the door, how to collect money and deliver product to the customers.

4. Have FUN! Selling with your friends is more fun than selling alone. Two Scouts selling on one side of the street can take turns speaking at the door fronts.

5. Don't Forget to Have a FUN activity planned for afterwards. Check with your District to see what is planned for the area Units. If there isn't anything, then be sure to offer the Scouts and families something FUN to do together at the end of the day, and more scouts will want to take part in your **Blitz Day**. Maybe a Hay Ride, visiting a Pumpkin Patch / Corn Maze, going swimming, seeing a movie or having a picnic!



6. Report your sales to the District or Council. The District will be sending your **Blitz Day** results to the council to post on the website, *so don't forget to let your District Kernel know!*