

“Blitz Days”

How to conduct one

Blitz Days are a great opportunity to create excitement among your Scouts and increase your unit's popcorn sale.

Often scheduled for the first day or weekend of the popcorn sale, a “Blitz Day” is an opportunity to bring all your families together. Send everyone out to pre-determined areas to kickoff your popcorn sale in a big way. Have everyone return after a set period of time. At the end of the day or period of time, everyone comes back together for a cookout and prizes or certificates of recognition to Scouts who had sales during the Blitz Day.

Also a unit can distribute leftover Show and Sell product and do a show and deliver style sales campaign. Show and Deliver is where the scout sells door to door with the take order form & the product in-hand. This method allows Scouts to make the sale, deliver the products, and collect the money immediately all in one visit. It is critical that the Scout keep his take order form accurate so he can work towards the prize/reward program. At the end of the day, the money and unsold popcorn is returned to the Unit Popcorn Kernel. This means there is little to no risk of money and inventory being lost or uncollected.

Blitz Days schedule in the middle of the popcorn sale help to re-energize your Scouts and keep the excitement level at a peak. A Blitz Day scheduled at the end of your popcorn sale can be used to create one last push and serve as an excellent opportunity to collect the order forms from Scouts. During a Blitz Day you could set up “**mystery houses**” with special prizes for Scouts who visit them during the sale, prizes can be as modest as pens, pencils and composition books to a Nalgene bottle for hiking.

Regardless of when you schedule a Blitz Day, beginning, middle, or end, of the sales period, remember to make it exciting, creative, fun and most of all rewarding for everyone involved!

Acknowledgements:

Kernel's Korner Newsletter, 2008, Occoneechee Council, Raleigh, NC.