

August 12, 2007

Dear Unit Leader:

We appreciate your enthusiasm and dedication in providing a quality Scouting program for our youth. As you are planning your yearly activities, remember that popcorn can play an important role in funding. *Wouldn't it be great to have a year packed with great Scouting activities and not have to ask parents to pay for any of them? It's possible with popcorn!* Last year our units earned more than \$1 million from the popcorn sale to fund their Scouting activities for the year. With a little planning, *your Scouts can make this one fundraiser provide funding for all of your activities.* We're here to help you!

A new training is being offered in your district called the Poptober Pep Rally. It's only 30 minutes and will give you tools and resources to conduct a high energy kick-off meeting that will motivate your Scouts to achieve their sales goals. Please see the included flier for meeting information. If you can't make the meeting in your district, feel free to attend a different one.

New This Year! Attend Poptober Pep Rally Training – Get Free Coca Cola Kick-Off Kit

The kit will include:

- Marshmallow blaster (sample prize at the \$400 level
- Marshmallows
- Script outlining your talking points
- Prize posters
- Fun music
- Resources for goal setting
- Parent communication tools.
- Giveaways to motivate your Scouts throughout the sale.*
- FC Dallas soccer ticket voucher
- Dallas Stars ticket vouchers
- Rangers giveaway
- Coca-Cola product voucher
- And more!

You must attend training in order to receive your kit!

Please note Poptober Pep Rally training does NOT replace the council Kick-off Meeting. Below is an ideal timeline for Steps for Success:

Step 1: Attend Poptober Pep Rally training in your district (see flier for information)

Step 2: Plan your high energy pep rally meeting with your Scouts

Step 3: Attend the council kick-off meeting at 9 a.m. on September 15th (pick up your order forms and get sale details)

Step 4: Leave there to conduct your Poptober Pep Rally. (Great time for Blitz Day! Check the website for details on how to conduct one!)

Please don't miss out on this great opportunity! Your unit pep rally is the key to motivating your Scouts and we want to give you tools and resources to start your sale off with success! Sign up to participate in the popcorn sale by visiting the Poptober website at www.circle10.org/programs/popcorn.html. There you can sign up to participate and find all of the latest Poptober information. **We look forward to working with you this year!** If you have any questions, please feel free to contact our Popcorn staff advisor Chasity McReynolds at 214.902.6785, cmcreyno@bsamail.org or her assistant Lyn Graham at 214-902-6717, lgraham@bsamail.org.

Sincerely,



Scout Executive