

UNIT GOAL SETTING

A Per-Scout goal is a lot like a merit badge or skill requirement. In Scouting, we often tell Scouts that to receive an award, they must “do, tell, show, demonstrate, etc.” And of course, all Cub Scouts are held to the motto of “Do your Best.” Our Scouts want to succeed. Helping them to succeed in the popcorn sale for the health and strength of your unit is no different. We simply need to be able to help our Scouts *define* success. Use the formula below to help you set unit and Scout goals. Be sure to ask your Unit Treasurer and Unit Committee to help prepare your budget and popcorn sales goals.

An Easy Goal Setting Formula

Total dollars your unit plans to spend this year (i.e. \$2000)	Unit Budget \$
Divide the unit budget by the popcorn commission % (See inside of the back cover to figure your goal commission) $\$2000/32\% = \$6,250$	Unit Sales Goal \$
Divide the unit sales goal by the number of selling Scouts $(\$6,250/15 \text{ Scouts} = \$417/ \text{Scout})$	Per Scout Goal \$
Divide the per Scout goal by this year's \$20 average container price $(\$417/\$20 = 21 \text{ items})$	Per Scout Container Goal

Things to Remember for setting Sales Goals

- Set a unit goal
- Set a per Scout sales goal.
- Communicate the per scout goal at the unit kick-off.
- After sharing the goal, highlight what the unit goal pays for and how that benefits each scout.
- Remind scouts and parents of the Unit and Per Scout goal throughout the sale.
- Reward Scouts for achieving the Per Scout Sales Level.
- Encourage all Scouts and families to participate and achieve the per Scout goal.
- Develop unit incentives to encourage Scouts and families to sell.