

Peppin' in the USA... 50 States Club



BOY SCOUTS OF AMERICA®
NATIONAL CAPITAL AREA COUNCIL

50 States Challenge

The 50 States Challenge is a fun and interactive way to help support your Scout's popcorn sale by challenging them to make a sale in all 50 states. Using the influence of social media, you can generate an engaging way to get your Scouts excited about creating videos, thanking customers, and watch them check off each state as orders are placed. Scouts will see in real time how their online marketplace can be shared nationwide as they work toward their sales goal. Once your Scout has sold at least one item in all 50 they will become a part of the exclusive 50 States Club.

Steps for success:

1. Create your online page on the app or at trails-end.com.
2. Give a brief description about you and the sales, highlighting your favorite product and how your Scouting program uses the funds raised.
3. Share the product on any social media platform you have available.
4. Update your map at amcharts.com/visited_states/ for each order and keep constant update stream so your supports and followers can help share your personal message and success.

Tips:

1. Videos are powerful and appeal to customers on the go.
2. Everyone has a network of friends to utilize for this project- tag customers who purchased.
3. Daily Updates are necessary to keep it in front of everyone.
4. Good use of resources in this environment of COVID.
5. The average successful scout sold more than TRIPLE what we did in 2019!
6. It takes very little time commitment to create content and share it.