

Mid-Point Rally Tips

Follow these tips for a Successful Mid-Point Rally Event!

1. Plan your Mid-point Rally Day so every Scout gets motivated in the middle of popcorn sales drive to continue journey for a successful and safe sale – and earns an extra “unit” prize for selling at least ten containers. This might be just the ticket to get one or more Scouts to \$1,500 national bonus prize level or \$2500 national Scholarship program (at this level they do earn both the \$1500 bonus prize and Scholarship program!).
2. Announce your plans for a Unit Popcorn Mid-point rally at beginning of sale to increase participation.
3. Map out how your Scouts will cover any businesses & neighborhoods – assign streets with boys selling in teams of two (one side of street) to four (both sides of the street). Two adults stay close at all times!
4. Hold a Mid-Point Rally at your usual meeting place or other suitable location like a park. Provide juice and donuts (don't forget coffee for the adults). Review “how to sell”, safe selling rules, and the Mid-Point Rally day goal of selling at least ten containers. Make assignments and GO! Do consider having everyone return for lunch or suppertime for a Rally Day report event with hot dogs & chips, pizza party or bar-b-que. Note: Sometimes the best time to sell is around suppertime when people are at home so plan your event according to preference.
5. After boys have covered their assigned areas they can report their results or keep going until they have earned a Rally Day prize. Consider gathering all the boys for a Rally Day Report

and awarding additional prizes to your Top Sellers. Remember, this has been proven successful in many areas to get one or more Scouts to \$1500 Bonus Prize or \$2,500 Scholarship level!

6. Report your Mid-Point Rally Day results to your District Kernel.