



Suwannee River Area Council

Call today so we can show you how much money Magazine Vouchers can generate for your Unit.

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Magazines + Popcorn = More Money

✓ **Non-food option broadens appeal to your supporters**

✓ **Proven sales increases of +100% more in popcorn and voucher units than popcorn-only units.**



Why Magazine Vouchers grow your sale:

- Average household spends over \$100 annually on magazines
- 4 out of 10 would have purchased nothing if magazines had not been included
- 4 out of 10 consumers buy more than one item
- 90% of popcorn buyers buy 1 item



Over 50 magazines
- up to 92% off



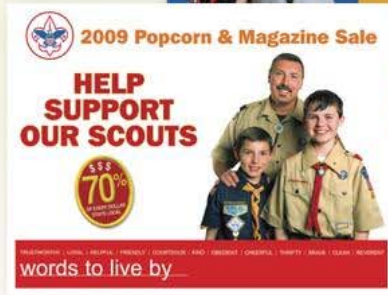
Free gifts for consumers

Units receive the same great commission as popcorn **PLUS** Scouts combine all voucher and popcorn sales to make their selection in the Council Prize program

It Works Exactly like Popcorn:

New Product Sale Envelope provided:

- collates your popcorn and magazine order forms in one place
- Showcases Scouting with Words To Live By campaign
- Allows Scout to carry vouchers for instant delivery
- Easy and Safe for Scouts to hold payments collected



- Consumer orders \$10 and \$20 vouchers on take order form



Take Order:

- Unit collects Scout popcorn and voucher orders
- Unit places all popcorn, Voucher & Prize Orders
 - Voucher orders placed online at www.magazinevouchers.com
 - Unit orders \$10 and \$20 vouchers, patches, Free Pinewood Derby Card for Cubs- Free lantern & multipurpose Tool for Boy Scouts
- Vouchers are picked-up with popcorn at distribution
- Scout delivers voucher & collects payment, just like with Popcorn
- All extra vouchers are returned for full credit
- Unit pays council for all popcorn & voucher orders

Great New Prizes

Sell 1 magazine voucher – receive a magazine derby patch



Sell 10 magazine vouchers

Cub Scouts receive a Pinewood Derby Car and Boy Scouts receive a lantern & a multipurpose tool

Unit Sweepstakes Grand Prize

One unit will be able to interview their favorite athlete for Sports Illustrated Kids. Any unit that sells 100 magazine vouchers qualifies.



Scout Selling Script:

Hello, I am _____
 with Pack/Troop _____
 I am trying to raise money
 to pay for _____
 This year, in addition to popcorn, we are also
 offering a variety of magazines as another
 great option for consumers. You can order
 a new title or renew an old favorite ...
 No matter what you purchase 10% will go
 back to support scouting ...
 So what sounds good to you?
 (Remember to always say Thank You.)

Unit Tips for Success

1. ALWAYS carry popcorn & voucher order forms
2. Encourage each family to use vouchers as a gift for teachers, coaches, bus drivers, neighbors etc
3. Order 10 vouchers to reach Scout in Show-n-sell & put them in the Product Sale Envelope, so they earn their Pinewood Derby Car (return all unsold vouchers after the sale).
4. Promote a Family Literacy Program – Each family picks a magazine they can read together