Double Good

LET'S GOOO

GOOD GOOD

POP TO IT!

Set your unit up for success

Simple tips for a strong and engaging fundraiser

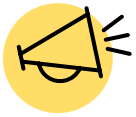


Plan ahead for big results

Schedule at least 10 days in advance. Monday or Tuesday evening launches typically see the strongest participation and results.

Communicate early and often. Announce at unit meetings, committee meetings, and in parent emails or group chats. We recommend customizing this informational flyer with fundraiser details and sending home to parents.

Encourage early store setup. Ask scouts/parents to create their Pop-Up Store at least a week before launch so they're ready to go day one.



Hype up your fundraiser

Build momentum before launch. Share reminders in group chats, mention it at meetings, and create a short countdown leading up to start day.

Offer simple, motivating incentives. Reward your unit with a special activity for meeting your goal, and celebrate milestone moments like $500 raised or exceeding your unit goal.

Recognize effort and participation. Celebrate early joiners, shout out 100% participation, and highlight scouts who are actively sharing and engaging supporters.



Share steps for seller success

Personalize and share with purpose. Encourage Scouts to add a video and short message about what they're fundraising for — camp, equipment, or upcoming adventures.

Cast a wide net for supporters.
Share the store link via text, email, and social media. Shipping is nationwide, so supporters near and far can participate.

Encourage in-person connections. Scouts can continue practicing in-person selling using their in-app QR code and a personalized flyer to connect with neighbors and local community members.