BUCKS COUNTY COUNCIL
2013 FALL POPCORN SALE

TEAM POPCORN

UNIT INFORMATION PACKET

Trail's End®
Over 70% goes to local Scouting

Over 70% goes to local SCOUTING

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Unit Calendar Key 2013 Dates

June

5 Council Popcorn planning meeting

August

6 Playwicki District Popcorn Kickoff, sales training and
free ice cream @ Crossing Community Church, Newtown, 7PM

8 Pennsbury District Popcorn Kickoff,sales training and
free ice cream @ Crossing Community Church, Newtown, 7PM

8 Lenape District Popcorn Kickoff and sales training@ St Paul's United Methodist Church
2131 Palomino Drive, Warrington, PA 18976, 7PM

8 Tohpendel District Popcorn Kickoff and sales training@ St Paul's United Methodist Church
2131 Palomino Drive, Warrington, PA 18976, 7PM

___ Units determine how much Show & Sell/Show and Deliver Popcorn to order

26 Council mails take order forms to all registered youth (Scout can start selling upon delivery)

September

6 Unit Show & Sell/Show & Deliver popcorn orders due

21 Show & Sell/Show & Deliver popcorn distribution

28+29 Wawa Sales weekend

October

___ Individual Take-Order sale orders due to Unit Popcorn Chair from selling Scouts

___ Individual prize orders due to Unit Popcorn Chair from selling Scouts

30+31 Show & Sell/Show and Deliver Popcorn returns due

November

1 Unit Popcorn Take-Order sales period ends

1+2 Show & Sell/Show and Deliver Popcorn returns due

2 Unit Take-Order Popcorn Order due

9 Unit Prize Order due

16 Take-Order sale popcorn distribution to units
Popcorn Money Due – (Unit checks may be postdated for 12/2/13)

___ Units distribute popcorn to selling scouts

___ Selling Scouts deliver popcorn to customers and collect fees

___ Selling Scouts turn in collected fees to the Unit Popcorn Chair

December

2 Popcorn Money Due

9 Popcorn Late payment fee in effect (3% increase of amount due by unit)

Over 70% goes to local SCOUTING

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Unit Tips For A Successful Popcorn Sale

Following are a variety of tips that will help units have a successful popcorn sale:

Unit Leadership Tips:
- Units that put commissions into individual accounts sell more popcorn.
- Pick a Popcorn Kernel (Unit Popcorn Chairman) and have him/her attend training.
- MAKE IT FUN AND EXCITING FOR THE SCOUTS!

Unit Popcorn Kernal Tips:
- Develop your "Ideal Year of Scouting" and then set your budget to establish a unit goal. Let popcorn fund your quality Scouting program.
- Watch the online Youth and Unit leader training.
- Educate parents of the direct benefits to them – i.e. Johnny sells $x amount and earns funds towards the camp fee. Explain why this is such an important fundraiser, state goal, uses, explain Scholarship Program, $1,500 Program, Achievements that can be earned, etc. Show how this fundraiser gives more back to their child than other fundraisers.
- Have a unit "Blitz Day" where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
- Have a big unit kickoff for the youth to get all materials and to GET EVERYONE EXCITED! All youth should receive the Family Mailer/Take Order form. Review all prizes available to the youth. Set per Scout sales goals.
- Establish an additional unit prize program in addition to the Council prize program, i.e. Each Scout who sells $250 gets to go to Cub Parent Weekend (with their parent) or Camporee for FREE! Have a prize for the youth that has the highest sales each week.
- Establish a unit goal.
- Establish a unit customer base. Make 2 copies of all Take Order forms. One to keep in unit records for next year in case a Scout moves away, etc. and one for the youth to keep so they can ask when they call on them next year "That probably wasn't enough, was it?"
- Do corporate sales using employers and companies of parents and leaders within your unit.
- Remind parents that popcorn makes great gifts for teachers, co-workers, neighbors, babysitters and relatives.
- Use neighbors and set-up mystery houses throughout the neighborhood.
- Establish unit level prizes to recognize individual salesmen as well as den and patrol incentives.
- Set up a Show and Sell at your unit's Chartered Partner or after weekly church service.
- Role play with your Scouts during a den or troop meeting on how to sell popcorn.
- MAKE IT FUN AND EXCITING FOR THE SCOUTS!

Scout Salesman Tips:
- Watch the online Youth training.
- Establish a personal goal.
- Promote a smaller donation for Military Donations.
- Wear your Scout uniform to sell door to door.
- MAKE IT FUN AND EXCITING FOR YOURSELF!

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THERE ARE FIVE WAYS TO SELL TRAIL'S END POPCORN!

Take Order

1. The Scout goes door to door with a Take Order Form.
2. The customer writes his/her order on the Take Order Form.
3. A few weeks later, the Scout delivers the popcorn and collects the money from the Customer.

Advantage: Higher Dollar Sales per Customer.

Show and Sell

1. The unit sets up a sales display at a high traffic volume area.
2. The customer approaches the unit sales display.
3. The Scout asks the customer if they would like to purchase product.
4. The Scout delivers the product from inventory and collects the money.

Advantage: High sales volume of lower priced items.

Show and Deliver

1. The Scout goes door to door with a Take Order Form.
2. The customer writes his/her order on the Take Order Form.
3. The Scout asks the customer if they would like their product immediately.
4. The Scout delivers the product from inventory in the car and collects the money.

Advantage: Higher Dollar Sales per Customer and ONLY 1 visit per household.

Selling at Work

1. Mom and/or Dad take an order form to their work.
2. Fellow co-workers write their order on the order form.
3. Mom and/or Dad deliver product and collect the money in a few weeks.

Advantage: Increased Sales Dollars for the Scout.

Selling Online

1. Scout communicates his Order Key via email, phone, and so on, to potential or existing customers.
2. Customer goes online to OrderPopcorn.com and purchases popcorn with a credit card.
3. The product is shipped directly from Trail's End to the customer and the Scout and Unit receive credit for the sale.

Advantage: Ability to sell Popcorn year round and receive credit for the sale with NO delivery or collection hassles. This method provides an excellent opportunity to reach extended family and friends across the country.

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Incentives

Fill It Up / Full Sheet Bonus

All Scouts who fill the Popcorn Order form (30 orders) will receive $10 in Scout Bucks!
All Scouts who fill the Popcorn Order form (30 orders) will be entered into a drawing for a Geocaching GPS Systems. Two (2) winners will be chosen.

Please forward a copy of any full take order form, listing all 30 items that your unit's Scout has worked hard to sell! This copy can be forwarded by email to alayton@bsamail.org or by dropping it off at the Council Service Center. Please ensure the Scout's name and unit number is legible on the copies forwarded.

The Scout must sell 30 items on their own.* More than one Scout cannot claim the same sale.

Every full sheet completed and received at the Council Office by Nov 9th will receive a $10 Scout Shop Gift certificate and an entry in the lottery for one of the two (2) Geocaching GPS Systems that will be given away! Unit Kernels will be notified of the winners and when their Scout's gift cards are available for pick up.

College Scholarship

Scouts who sell at least $2,500 (either online, face-to-face or both) within the 2013 calendar year will receive 6% of their total sales invested in their own college scholarship account. That's $0.06 of every dollar they sell, and they only have to hit the $2,500 minimum one time. Once a Scout is enrolled, 6% of his sales each year will be added to his account. Online sales count!

Scouts need to complete a scholarship form and submit it to the Unit Popcorn Kernel who then will submit the form to the Council Service and Training Center no later than December 2, 2013. Scouts must submit the completed form not only to enroll for the first time, but also to report their subsequent yearly sales.

If a Scout is headed to college, he will need to complete and submit the Scholarship Payout Form to Trail's End. The funds can be used for tuition, books, housing and/or other fees. Please be sure to read Trail's End terms and conditions.

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Key Changes for 2013

SHOW AND SELL/SHOW AND DELIVER

Units may return Show and Sell popcorn prior to November 2 to the Council Service Center for redistribution to other units. ALL RETURNS TO THE OFFICE MUST BE SCHEDULED IN ADVANCE.

The Bucks County Council reserves the right to adjust unit orders as needed.

Units with a prior sales history may INITIALLY order popcorn product based on a 10% percent increase over last year's actual Show and Sell product sales. Example: If you sold 10 18-Pack "Unbelievable Butter" Microwave cases in the 2012 Show & Sell you can initially order 11 18-Pack "Unbelievable Butter" Microwave cases for 2013.

Units with no prior sales history may INITIALLY order popcorn based on $100 of product per registered Scout selling.

Additional products will be available for sale in the event the unit runs short or out of product.

A limited selection of product s will be available to order for the Show and Sell/Show and Deliver including:

$ 20	Caramel Corn with Almonds/Pecans
$ 20	Dark & White
$ 20	Butter Toffee Caramel Corn
$ 25	18-pk Kettle Corn
$ 20	18-pk Unbelievable Butter
$ 20	18-pk Butter Light
$ 15	Cheddar Cheese
$ 10	Caramel 11 oz.
$ 15	Bacon Ranch – limited quantities
$ 15	Sour Cream & Onion – limited quantities
$ 15	Kettle Corn – limited quantities

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INCENTIVES

The Bucks County Council recognized the $10 Scout Buck reward for filling a sheet is a great motivator. Therefore, the Council will continue the $10 Scout Buck reward for filling a sheet.

There will be a drawing at the end of the popcorn sale to select two Scouts as winners of a Geocaching GPS Systems. This drawing is based on the 1 entry for every Full Sheet submitted.

See “Fill It Up/Full Sheet Bonus” on Incentives page for details.

FOLLOW UP SALES

All follow-up sales are to only be made using a cash and carry basis (For additional sales after the November 16 distribution).

PRODUCT CHANGES

$75 Ultimate Chocolate Lovers Tin is gone
$55 Chocolate Lover (box) is now a tin
$30 Double Caramel Crunch is gone
$25 White Chocolatey Pretzels (Tin) is now $27
$20 Chocolately Triple Delight replaced by $20 Dark & White Drizzle
$19 18-pk Unbelievable Butter is now $20
$19 18-pk Butter Light is now $20
$15 Bacon Ranch (Bag) added
$15 Sour Cream & Onion (Bag) added
$15 Kettle Corn (Bag) added

Please see the take order form for complete line of Product.

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Order & Pick-Up Information

Pick-Up Guidelines
• Bring enough vehicles to carry your entire order in one trip.
• Bring order documents and verify your order as it's loaded.
• Bring someone to help you count your order as it's

Vehicle Guidelines
• Mid-size car – 20 cases
• Jeep – 40 cases
• Mini-van – 60 cases
• Suburban/Explorer – 70 cases
• Pick-Up Truck – 90 cases

Order Pickup & Distributions
between 9-10:30 am

Show & Sell: Saturday, September 21
Take Order: Saturday, November 15

<u>Pick Up location</u>
General Machine Products
3111 Old Lincoln Highway, Trevose, PA 19053

Full payment is expected when you pickup your final order.

Payment should be made by unit check payable to Bucks County Council, BSA

NOTE: Popcorn Late payment fee in effect (3% increase of amount due by unit) if payment is not received by December 9th.

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Key Contacts

Lenape District Kernel
Stephen King
972-489-1614 Cell
king_steve_c@yahoo.com

Tohpendel District Kernel
Bruce Cattie
215-589-6224
bcattie@buckscountybank.net

Playwicki District Kernel
Rob Scafidi –staff
215-348-7205

Pennsbury District Kernel

Joel Perkins-staff
215-348-7205

Bucks County Council, BSA
Local District Executives
215-348-7205
alayton@bsamail.org

Key Websites

www.trails-end.com Trails End website to place unit orders

www.boyscouts-gcc.com Keller Marketing website to place unit prize orders

http://www.buckscountybsa.org/popcorn-sale/26809 Bucks County BSA website