2014 Fall Popcorn Sale Leader's Guide

UNIT INFORMATION PACKET

Welcome to the 2014 Popcorn Sale!

Inside this leader guidebook you will finds the following details for the sale:

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The popcorn sale guidebook you as part of your Popcorn Sale Kit highlights the key steps for success and should be reviewed carefully. This leader guidebook, along with the popcorn sale guidebook provides everything you need to have a successful popcorn sale.

The popcorn sale is extremely important to funding your unit's Scouting program. The sale is equally important to the Buck's County Council so that we may fund and maintain camp, provide service to units, develop new programs, and much more.

Thank you for your participation. We hope that you have a great sale and an even better year in Scouting!

Please refer to the popcorn pages at www.buckscountybsa.org for complete sale details, updates, and other information to help improve your sale.

Please contact Popcorn Staff Advisor John Erskine at john.erskine@scouting.org or at 215 348 7205 with any questions or suggestions you may have.

Key 2014 Dates

June 11	Popcorn Orientation
August 25	Show and Sell Orders Due
September 5	Show and Sell Sorting
September 6	Show and Sell Distribution
October 18 & 19	WaWa Weekend
October 27-31	Show and Sell Return Dates
October 31	Final Orders Due Online
November 14	Popcorn Sorting
November 15	Popcorn Distribution
November 22	Prize Orders Due
December 1	Popcorn Payments Due
December 8	Popcorn Late Fees Go Into Effect

Unit Commission Levels

There are two ways to reach 40% Commission!!

Method One: Reach $10,000 in sales, attend training and meet your deadlines. Your Unit receives a 40% commission automatically!

Method Two: Start with your Base Commission of 30% and add to it. These commissions are cumulative – earn as many as you can.

Do This	**Get This**	**Here's Your Total So Far**
Attend and sign in at council/district popcorn kickoff training Submit your Take Order unit order and return any unneeded Show N Sell product by the week of October 27	Add 2% commission	32%
Sell one bag of popcorn	Add 1% commission	33%
Reach $2,500 in sales	Add 1% commission	34%
Reach $5,000 in sales	Add 1% commission	35%
Reach $7,500 in sales	Add 2% commission	37%
Have a 5% increase over your 2013 sale	Add 3% commission	40%

All units receive prizes and incentive in addition to their commissions. All online sales count towards Scout rewards.

2014 Product Line Up

• Popping Corn bag	$10
• Caramel Corn bag, 11oz.	$10
• Kettle Corn bag	$15
• White Cheddar Cheese Corn bag	$15
• Buffalo Cheddar Cheese bag	$15
• Bacon Ranch bag	$15
• Unbelievable Butter 18 Pack Microwave	$20
• Butter Light 18 Pack Microwave	$20
• Dark & White Chocolatey Drizzle	$20
• Premium Caramel Corn w/Almonds & Pecans	$20
• Chocolatey Caramel Crunch ‘	$20
• Kettle Corn Microwave	$25
• Cheese Lover’s Collection box	$30
• Sweet & Savory Collection box	$40
• Chocolate Lover’s Collection tin	$60
• Military Donations	$30/$50

RETURNS OF SHOW AND SELL/SHOW AND DELIVER PRODUCTS

Units may return Show and Sell popcorn prior the week of October 27th to the Council Service Center for redistribution to other units. We prefer product to be returned in FULL cases of the same item, but we will accept individual items as well.

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 2013 Show & Sell you can initially order 11 18-Pack “Unbelievable Butter” Microwave cases for 2014.

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

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:

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

Unit Popcorn Kernel Tips:

1. 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.
2. 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.
3. Have a unit "Blitz Day" where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
4. 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.
5. 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.
6. Establish a unit goal.
7. 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?"
8. Do corporate sales using employers and companies of parents and leaders within your unit. Have them buy popcorn in your unit's name as Thank Yous and Rewards to their co-workers and clients!
9. Remind parents that popcorn makes great gifts for teachers, co-workers, neighbors, babysitters and relatives.
10. Establish unit level prizes to recognize individual salesmen as well as den and patrol incentives.
11. Set up a Show and Sell at your unit's Chartered Partner or after weekly church service.
12. Role play with your Scouts during a den or troop meeting on how to sell popcorn.
13. MAKE IT FUN AND EXCITING FOR THE SCOUTS!

Scout Salesman Tips:

1. Watch the online Youth training.
2. Establish a personal goal.
3. Promote a smaller donation for Military Donations.
4. Wear your Scout uniform to sell door to door.
5. MAKE IT FUN AND EXCITING FOR YOURSELF!

2013-2014 Unit Program Planner- Excel

This Excel Work Sheet can be found at www.sell.trails-end.com

ONLY ENTER DATA IN HIGHLIGHTED SPACES

1. Enter all your activities and costs per Scout under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the five shaded fields at the bottom of the sheet.

Unit Type and Unit #	0
Number of Scouts in Unit	0
Unit Commission %	0%

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	**$0.00**	**Total Cost**	**$0.00**	**Total Cost**	**$0.00**

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	**$0.00**	**Total Cost**	**$0.00**	**Total Cost**	**$0.00**

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	**$0.00**	**Total Cost**	**$0.00**	**Total Cost**	**$0.00**

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	**$0.00**	**Total Cost**	**$0.00**	**Total Cost**	**$0.00**

$0	**Registration & Insurance**	**Unit Total Activity Cost & Expenses**	**$0**
$0	**Boys' Life**	**Scout Total Activity Expenses**	**$0**
$0	**Uniform**	**Other Expenses**	**$0**
$0	**Advancements**	**Unit Sales Goal**	**#DIV/0!**
$0	**Total Expenses**	**Scout Sales Goal**	**#DIV/0!**
		Unit Commission	**#DIV/0!**

Setting Container Sales Goals for Your Scouts in just Three Steps!

Going line by line, plug in your unit's data in the first two boxes to come up with a per contatner goal for each scout in your unit. This is a great tool to show to your parents how quickly their son's sales efforts can result in easily achieving his goal.

$ 8,000	/	40%	=	$20,000
Budget Goal		Unit Commission		Unit Sales Goal
$ 20,000	/	70	=	$ 286
Sales Goal		Number of Scouts		Scout Goal
$ 286	/	$ 17.45	=	16
Scout Goal		Avg. Price per Container		Container Goal

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.

Incentives

Scout Prizes
Any Scout who sells at least one item can receive a patch or pin! See your scout's order form to see the additional rewards he can earn from achieving different sales levels.

Fill It Up / Full Sheet Bonus
All Scouts who fill the Popcorn Order form (30 orders) will receive $10 in Scout Bucks!

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, by faxing it to 215 348 7289, 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 7th will receive a $10 Scout Shop Gift certificate. Unit Kernels will be notified of the winners and when their Scout's gift cards are available for pick up.

Scout Prizes are ordered online through the Keller Marketing website at www.boyscouts-gcc.com. Prizes are shipped directly to the Unit Kernel.

College Scholarship
Scouts who sell at least $2,500 (either online, face-to-face or both) within the 2014 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 5, 2014

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.

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 loaded.

Show & Sell:
Sorting- Friday, September 5
Pickup- Saturday- September 6

Take Order:
Sorting- Friday, November 14
Pickup- Saturday, November 15

Vehicle Capacity Guidelines

• Mid-Size Car	20 Cases
• Jeep Cherokee	40 Cases
• Mini-van	60 Cases
• Suburban	70 Cases
• Pick-up truck	90 Cases

Pick Up location

Information about the time and locations for the pickup locations throughout the council for both the Show and Sale and the Take Order sale will be forthcoming. Specific details will be mailed to the Unit Kernel.

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 8th.

Key Contacts

Council Kernel	Popcorn Staff Advisor	Assistant Sale Manager
Adrienne Rubin 609 252 9129 adrienne.rubin@gmail.com	**John Erskine** 845 702 3332 john.erskine@scouting.org	**Antoinette Layton** 215 348 7205 Antoinette.layton@scouting.org

District Name	District Kernel	District Executive
Hunterdon Arrowhead	**Steve & Lisa Waddell** 908 713 6322 j2coolcomchar@gmail.com	**John Erskine** 845 702 3332 john.erskine@scouting.org
Lenape	**Barry Sokolowski** 215-518-4243 FS8638@aol.com	**Sean Friedland** 215 348 7205 Sean.friedlane@scouting.org
Mercer Area	**Adrienne Rubin** 609 252 9129 adrienne.rubin@gmail.com	**Tanasha Scott** 215 348 7205 Tanasha.scott@scouting.org
Pennsbury		**Joel Perkins** 215 348 7205 Joel.perkins@scouting.org
Playwicki		**Tyler Yankey** 215 348 7205 Tyler.yankey@scouting.org
Tophendel		**A.J. Esposito** 215 348 7205 a.j.esposito@scouting.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

www.sell.trails-end.com Trail's End online website