



2008 Unit Popcorn Sales Guide



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Need Money!

Think Popcorn!

Two Ways to Sell!

- 1) **Show-n-Sell** kicks off first, with sales of product on-hand, then the traditional
- 2) **Take Order Sale** completes the opportunity.

It's Easy!

Popcorn is the fastest growing snack food; it's non-perishable and child transportable. Sales material is designed for Scout use.

It's Profitable!

236 Capitol Area Council units earned more than **\$415,000** in unit commissions in 2007.

Units are encouraged to have one fundraiser each year.
Popcorn is approved by the Council Executive Board.
Unit Money earning application is not required.

Trail's End Popcorn Sale 2008
OVERALL TIMELINE AND IMPORTANT DATES

April	Popcorn Plan distributed to all units
May–July	Units sign up to be a part of the sale and recruit Unit Popcorn Kernel. Sign Up form last page in packet.
May 28	Trail's End Regional Popcorn Seminar – Austin, Texas
June Roundtable	District Show-n-Sell Popcorn Orientation Meeting at your district location
July 29	Show-n-Sell Orders DUE.
Aug. 9	Show-n-Sell Popcorn Pick up. Show-n-Sell begins.
Sept. 7	Show-n-Sell Phase Concludes.
Sept. Roundtable	District Popcorn Take Order Orientation Meetings
Sept. 11	Units turn in Show-n-Sell Phase money to District Turn-In location (Optional).
Sept. 12	Show-n-Sell due at Capitol Area Council for early commission check.
Sept. 26	Show-n-Sell commission checks mailed to Show-n-Sell units based on funds turned in on or before September 12.
Sept. 27	Units begin the “Take Order” Sale.
Oct. 28	Units submit Unit Order Form for Take orders through link on Capitol Area Council, Boy Scouts of America website or to District Popcorn Kernel at District Location.
Oct. 28	Units submit prize order through link on Capitol Area Council, Boy Scouts of America website or to District Popcorn Kernel at District Location.
Nov. 8	Units pick up their popcorn from the District Distribution Center.
Dec. 2	Units turn in money to District Turn-In location. Upon receipt of payment the Council will release prize order to be shipped to the unit.
Dec. 20	Commission checks cut and mailed to the unit chairman of record.

PRIZES

- **Fill Up an Order Form.** Each Scout who completely fills up a Take Order Form (25 customers) will receive a commemorative Patch and certificate highlighting his accomplishment. (Copy of Take Order Form has to be mailed to Trail's End at the address on the bottom of the take order form)
- **\$1,500 Popcorn Sellers:** Choice of a \$50 gift card from Wal-Mart, scoutstuff.org or Coleman. (\$1,500 popcorn seller form must be filled out and verified by Capitol Area Council).
- **\$2,500 Popcorn Sellers:** 6% of gross credited to Scout's Scholarship account for post High School Education, Missionary Fund or Clergy fund. (\$2,500 popcorn seller form must be filled out and verified by Capitol Area Council). If you have already qualified for the savings plan turn in your sales also to the Capitol Area Council to insure proper credit to your account.

How do I order my Patches & Prizes?

Go to **www.trails-end.com**

Help your Scouts be Successful – Train them!

In addition to safety tips, training the Scouts on actually what to say at the door is very important. They should be able to repeat a 3-5 sentence “sales pitch” to consumers in order to be successful.

- Knowing details about the products, pricing, tin designs, etc. isn't as important as being able to explain **WHY** he's raising the money.
- In advance, **PLAN** out what you feel comfortable with, and **COMMUNICATE** it with your boys at the kickoff several times. Have fun with it!
- A “close” is very helpful. For instance, “Popcorn sales will allow me to be able to go to camp. *Will you help me get to camp?*”

A Scout's Appearance

- ✓ All Boys in Class A Uniform
- ✓ All Boys Know the presentation
- ✓ All boys are courteous at **ALL TIMES!**
- ✓ Everyone spoken to is shown appreciation for taking the time to listen!

Sales Script for your Scouts

- **Hi sir, My name is _____**
- **I'm a cub scout with pack _____**
- **We're selling popcorn to help raise money for our pack.**
- **You can help us by trying some of our delicious popcorn.**
- **You'll help us won't you?**

(Have the boys practice until they don't have to think about what they are going to say.)

Goal Setting

- ⇒ Goal-setting is a big differentiator between Scouts (and Units) who succeed in the popcorn sales and those who don't.
- ⇒ If the unit reaches it's goal, then Scouting is less expensive for parents, the boys have more **FUN** activities.... So they enjoy their experience more and stay in Scouting longer. Reaching one's goal is an achievement!
- ⇒ The best way for a goal to make sense is to “tie it to the program”, but the goal must be comfortable for everyone.
- ⇒ Insist the boys write their goal on their order form.
- ⇒ An excellent idea is to suggest each scout “fills up” the two order forms as their goal. The boys can visualize this and track their progress very easily. It's easier to follow than a dollar-based goal.

TAKE THE CHALLENGE

“HOW TO MAKE 25 SALES IN ONE WEEK”
TO FILL UP YOUR SHEET

Daily Activity Plan	Number of Sells
Monday Sell to Mom and Dad at home after your Scout meeting.	2
Tuesday Sell to neighbors on both sides of your house and the two neighbors across the street.	4
Wednesday See if Mom can take you in uniform to her lunchroom at work, club, etc.	4
Thursday See if Dad can take you in uniform to his lunchroom at work, club, etc.	4
Friday Call both of your Grandmas and two favorite Aunts	4
Saturday Participate in the Pack or Troop Blitz or have Mom or Dad drive you around to the homes of family and friends in other neighborhoods.	7
Total Sales.....	25

This plan works very successfully for the individual and for the whole unit to quickly reach goal. Don't short cut the daily activity just because you reach 25 sales sooner. To do more, increase Wednesday, Thursday, and Saturday activity plans.

GOOD LUCK!!! GOOD SELLING!!!

Order Popcorn.Com

Over the last several years the Capitol Area Council, Boy Scouts of America has been asked to consider participating in the program provided by Trails End where popcorn can be sold year round through the internet on the orderpopcorn.com website maintained by Trails End. This program is designed to be a supplemental sale and not part of the Show-n-Sell or Take Order phases of the regular sale.

We have chosen to participate for the 2008. Here are some particulars about this new opportunity.

- 1) The Order Popcorn.com sales will begin on **December 3, 2008** and will not be part of the 2008 overall Product sales campaign.
- 2) All products which are ordered through the orderpopcorn.com website can now be ordered as individual items or cases, the consumer will pay shipping and handling for the product.
- 3) The commission to your unit will be 25% of the gross sale. This is due to the additional costs involved in the processing and handling.
- 4) Due to Trail's End sending a check once a month to the council for any sales made through Order Popcorn.com, the commission earned by a unit will be deposited into the unit's custodial account at the council service center. The unit will then be mailed a copy of the receipt upon the deposit being made into the account.
- 5) Upon delivery of the Take Order product each unit will receive the order key codes for their unit to give to their customers when they delivery the product on November 8.
- 6)
**The Trails End Scholarship program and prize programs are not included in any sales generated through the orderpopcorn.com website.

FED EX / KINKO'S PROGRAM

Trail's End and FED EX / Kinko's have partnered together to provide a new channel for units to further promote their sale with customized posters, banners, yard signs.... Units will have the ability to purchase these items online or at any of the 1,200+ store locations across the Country and best of all each piece can be customized to their specific unit.

The FED EX / Kinko's locations will also have the Family Sales Guide / Take Order form files for each council in their online Library so Units and Councils that have a need for a "few extra forms" can fulfill that need quickly.

Popcorn for the Troops



On the sales form this year, there will be a section to mark a donation that will buy popcorn that will get shipped to our soldiers. This is different from how we have run this program in the past. The major difference is that Trail's End will ship the popcorn directly to the troops and we will not have to make a separate order.

This new program gives your popcorn customers the chance to add \$25 donations of Trail's End® Popcorn for military men and women. The popcorn will be distributed by Support Our Troops®.

Popcorn for the Troops goes to:

- ✓ All branches of the Military (Army, Navy, Air Force, and Marines)
- ✓ Front Line troops in Iraq and Afghanistan
- ✓ Overseas Military Bases
- ✓ US military bases
- ✓ Family members of Military personnel

UNIT POPCORN “KERNEL”**SHOW-N-SELL PHASE****Responsible To:**

District Popcorn Kernel

Definition/General Position Statement:

Volunteer who is in charge of the total production of the Unit’s Popcorn sale through the Show-n-Sell phase of the campaign. Work with the Unit Committee, Scouts and parents to insure a successful sale.

Key Responsibilities:

- ◆ Attend a meeting at your June Roundtable to receive information on the Show-n-Sell program, contact Unit Committee and fill out Show-n-Sell order.
- ◆ Turn in your unit’s Show-n-Sell order on or before July 29, 2008
- ◆ Working through the District Popcorn Kernel who coordinates the times and locations for your Show-n-Sell efforts at large retail outlets.
- ◆ Organize pickup of Show-n-Sell popcorn order on August 9, 2008. Coordinate sales locations and times with District Popcorn Kernel; turn in money collected by September 12, 2008, via one check made payable to the Capitol Area Council, Boy Scouts of America.
- ◆ Supervise collection of any outstanding balances from Scouts and submit one check made payable to the Capitol Area Council, Boy Scouts of America on or before December 2, 2008.
- ◆ Share ideas on ways to improve the sale with you District Popcorn Kernel or District Executive.

Show-n-Sell Phase

The Fall 2008 Popcorn Sale is approaching quickly. One of the exciting things that will again be part of the sale will be the opportunity for your unit to receive an early Commission check to help finance fall activities.

Why do a Show-N-Sell?

- ✓ The Show-N-Sell provides valuable sales training and gives Scouts a chance to earn their own way.
- ✓ Units that participate in both a Show-N-Sell and Door-to-Door Take Order sale, sell more popcorn.
- ✓ There is no risk of units being stuck with additional product. Whatever product they have remaining can be used during their Take Order sale.
- ✓ Higher dollar sales per customer
- ✓ Only one visit to the home

How to do a Show-N-Sell

Units can set up a display of Trail's End Popcorn at a grocery store, mall, place of worship, library, or other high traffic area for a great way to add extra income to your sale. Your unit receives product in advance in order for your Scouts to sell it on site. Keep in mind that any left over product can be used to fulfill orders from your regular Take Order sale.

Things to remember about Show-N-Sell

- ✓ Prior to your Show-N-Sell, contact store or event organizer to gain permission and set-up times and dates. Be courteous to other units that might be doing a Show-N-Sell at the same location.
- ✓ Inform Scouts of dates and sales times.
- ✓ Create posters and quality displays to gain visibility at the location.
- ✓ Be sure that Scouts wear their uniforms.

To help maximize your efforts, your District Popcorn Kernel (see attached list) has made arrangements with large retail chains such as Wal-Mart, Lowe's, Sam's, Blockbuster Video, Hollywood Video and Walgreen's to name a few, and secured their agreement to allow scouts to sell in front of their establishments. The District Popcorn Kernel will be the individual who will schedule these locations. Popcorn must be the only item being sold at these locations during the scheduled time.

This phase allows you to order the popcorn ahead of time and actually have the product in hand as you go out and sell throughout your community at store locations. Below you will find the calendar and product order form.

Show-N-Sell Time Table

June Roundtable	District Show-n-Sell Popcorn Orientation Meeting at your district location
July 29	Show-n-Sell Orders DUE.
Aug. 9	Show-n-Sell Popcorn Pick up. Show-n-Sell begins.
Sept. 7	Show-n-Sell Phase Concludes.
Sept. 11	Units turn in Show-n-Sell Phase money to District Turn-In location (Optional).
Sept. 12	Show-n-Sell due at Capitol Area Council for early commission check.
Sept. 26	Show-n-Sell commission checks mailed to Show-n-Sell units based on funds turned in on or before September 12.

Prizes for Show-n-Sell Phase are to be ordered at the same time as the Take Order Phase as one combined sales total for each scout.

Other Important Information

- ❖ You are committed to paying for all product ordered on or before Dec. 2, 2008.
- ❖ Payment made on or before September 12, 2008 will receive an early commission check that will be mailed by September 26, 2008, based on payment received.
- ❖ Your popcorn order must be placed in full case lots
- ❖ Failure to meet the order turn in deadline of July 29, 2008 could result in your order not being placed on time.
- ❖ You must have someone pick up your popcorn at the distribution site (to be announced) on Saturday, August 9, 2008.

Items to Be Sold**Show-n-Sell Phase**

Items	Cost per Container
30 Pack Microwave Variety Pack 6 pack each Unbelievable Butter, Butter, Butter Light, Kettle Corn, Kettle Corn Light	\$30
Popcorn for the Troops	\$25
20 oz Trail Mix Trail's End Classic Trail mix with Peanuts, Raisins, M&M's, Almonds, Cashews, & Cranberries	\$25
Gourmet Caramel Corn with Almonds and Pecans 26 oz. foil bag in tin	\$16
Caramel Light 18 oz Low fat / reduced sugar butter toffee Caramel Corn	\$16
15 Pack Unbelievable Butter Microwave 15 Pack single carton design	\$15
15 Pack Butter Light Microwave (0g of Trans fat) 15 Pack single carton design	\$15
Gourmet Caramel Corn with Peanuts 11 oz. packed inside the "Panorama" Tin	\$ 9

Commission Plan

- #1 Maximum Commission of 35% of Total Sale for closing account by December 2, 2008, paying with one check and taking NO prizes except patches. (Patch for each participant is provided by Capitol Area Council).**
- #2 Commission of 30% of Total Sale for closing account by December 2, 2008, by paying with one check and the unit opting to take prizes. Patches are provided by the Capitol Area Council.**

Accounts settled after December 2, 2008 will receive a maximum of 20% commission regardless of commission plan selected.

**2008 SHOW-N-SELL
POPCORN ORDER FORM**

Order is Due July 29, 2008

PRODUCT	# CONTAINERS PER CASE	COST PER CASE	# CASES NEEDED	\$ TOTAL
30 Pack Microwave Variety Pack 6 pack each Unbelievable Butter, Butter, Butter Light, Kettle Corn, Kettle Corn Light	1	\$30		
26 oz Gourmet Caramel Corn with Almonds and Pecans 26 oz. foil bag inside Tin	6	\$96		
20 oz Trail Mix Trail's End Classic Trail mix with Peanuts, Raisins, M&M's, Almonds, Cashews, & Cranberries	6	\$150		
18 oz Caramel Light Low fat. Reduced sugar butter toffee inside the "Scary Camp Stories" tin	6	\$96		
15 Pack Unbelievable Butter Microwave 15 Pack Single Cartons	6	\$90		
15 Pack Butter Light Microwave 15 Pack Single Cartons	6	\$90		
11 oz Gourmet Caramel Corn with Peanuts 11 oz. foil bag	12	\$108		
		TOTAL AMOUNT DUE	\$ _____	

UNIT TYPE: PACK TROOP CREW POST UNIT # _____
(check one)
 DISTRICT _____
 NAME _____ DAY PHONE # _____
 ADDRESS _____ CITY _____ ZIP _____
 EMAIL ADDRESS: _____

- ❖ **You are committed to paying for all product ordered on or before December 2, 2008.** Payment made on or before September 12, 2008 will receive an early commission check based on payment received and prize option chosen.
- ❖ Your order must be placed in **full case lots**.
- ❖ Failure to meet the order turn in deadline, July 29, 2008 will result in your order not arriving in time for you to commence you sale on **Saturday, August 9, 2008**.
- ❖ You must have someone pick up your popcorn at the distribution site (to be announced) on **Saturday, August 9, 2008**.

UNIT POPCORN “KERNEL”**TAKE ORDER PHASE****Responsible To:**

District Popcorn Kernel

Definition/General Position Statement:

Volunteer who is in charge of the total production of the Unit’s Popcorn sale through the Take Order Phase of the campaign. Work with the Unit Committee, Scouts and parents to insure a successful sale.

Key Responsibilities:

- ◆ Attend and participate in the District Take Order Orientation Meeting, September 4th or 11th (Your District Roundtable date).
- ◆ Conduct a unit Popcorn Kickoff Meeting to distribute sales materials, train Scouts and their parents, review sales goals, explain prize program.
- ◆ Oversee the units sales program that starts on September 27, 2008.
- ◆ Insure that your unit places its popcorn order by October 28, 2008.
Go to www.bsacac.org and click on the link to order popcorn. Turn in hard copies of your popcorn order to your District Popcorn Kernel at your district’s turn in location.
- ◆ Insure that your unit places its prize order (if electing to take prizes) by Oct. 28, 2008.
Go to www.bsacac.org and click on the link to order popcorn. Turn in hard copies of your prize order to your District Popcorn Kernel at your districts turn in location.
- ◆ Arrange to pick up popcorn at the distribution location on Saturday, Nov. 8, 2008.
- ◆ Supervise collection of money from Scouts and submit one check made payable to the Capitol Area Council, Boy Scouts of America on or before December 2, 2008.
Turn in at District Popcorn Money Turn in Location.
- ◆ Share ideas to improve the sale with your District Popcorn Kernel & District Exec.

2008**Trail's End Popcorn Sale****Take Order Phase**

The Fall 2008 Popcorn Sale is approaching quickly. One of the exciting things that will be a part of the sale this year is the introduction of a New Product for your Unit to sell. Below you will find the calendar and available products for sale this year.

- Sept. Roundtable District Popcorn Take Order Phase Orientation Meeting
- Sept. 27 Units begin the "Take Order" Sale.
- Oct. 28 Unit places Popcorn and Prize Order:
- Order Steps:**
- 1) Submit Unit Popcorn order and Prize order (if electing to take prizes) by going to www.bsacac.org and click on the link to order popcorn and prizes.
 - 2) Take a hard copy of your unit's Popcorn Order and Prize Order to the District Popcorn Kernel at the Turn-in location on or before **8:00 PM on Tuesday, October 28, 2008.**
- Nov. 8 Units pick up their popcorn from the District Distribution Center.
- Dec. 2 **Units turn in money to your District Kernel at your district turn-in location.** Upon receipt of payment the Council will release prize order to be shipped to the unit.
- Dec. 20 Commission checks cut and mailed to the Unit Chairman of record

Trail's End Popcorn Sale 2008**Items to Be Sold****TAKE ORDER PHASE**

5 Way Chocolate Lover's Tin -	\$50
20 oz. Chocolate Caramel Crunch, 20 oz. White Chocolate Caramel Crunch, 18 oz. Chocolate Pretzels, 18 oz. White Chocolate Pretzels, 12 oz. Chocolate Peanut Clusters	
3 Way Tin	\$40
22 oz. Chocolate Caramel Crunch, 26 oz. Caramel Corn with Almonds & Pecans and 7 oz. Gourmet Cheddar Cheese Corn	
Cheese Lovers Tin	\$30
21 oz Gourmet Cheddar Cheese Corn	
20 oz Trail Mix	\$25
Trail's End Classic Trail mix with Peanuts, Raisins, M&M's, Almonds, Cashews, & Cranberries	
Support our Troops! (Trails End sends it off to our troops!)	\$25
24 oz Chocolate Caramel Crunch	\$16
26 oz Gourmet Caramel Corn with Almonds and Pecans	\$16
Caramel Light	\$16
18 oz Low fat / reduced sugar butter toffee Caramel Corn	
15 Pack Microwave Kettle Corn	\$16
Pack Single Carton design	
15 Pack Unbelievable Butter Microwave	\$15
15 Pack single carton design	
15 Pack Butter Light Microwave	\$15
(0g of Trans fat)	
15 Pack single carton design	
11 oz. Gourmet Caramel Corn with Peanuts	\$ 9
"Panorama Tin" 11 oz. foil in tin	

Commission Plan

- #1** Maximum Commission of 35% of Total Sale for closing account by November 29, 2008, paying with one check and taking NO prizes except patches. (Patch for each participant is provided by Capitol Area Council).
- #2** Commission of 30% of Total Sale for closing account by November 29, 2008, by paying with one check and the unit opting to take prizes. Patches are provided by the Capitol Area Council.

Accounts settled after November 29, 2008 will receive a maximum of 20% commission regardless of commission plan selected.

District / Council Contact information

As of 4/15/2008

San Gabriel Stan Gowen 275-6626 Josh Mankovsky 944-7748 jmankovs@bsamail.org	Bee Cave Mike Hanley 748-1849 mhanley@bsamail.org
Armadillo Ralph Hadley 322-0963 hadley@grandecom.net Bob Oatman 944-7726 boatman@bsamail.org	Lonestar Steve Miller 944-7753 stmiller@bsamail.org
Blackland Prairie Tim Molepske 413-3288 tmolepsk@bsamail.org	Chisholm Trail Scott Oliver 944-7742 soliver@bsamail.org
Colorado River Rennie Galvan Luis Rodriguez 944-7681 lurodrig@bsamail.org	Thunderbird Herb Keirsted 448-0861 Mike Lira 944-7754 milira@bsamail.org
Sacred Springs Curtis Heldstab 589-5239 Curtis.heldstab@fedexkinkos.com Will Gregorcyk 944-7697 wgregorc@bsamail.org	Hill Country Allen McDonald 264-8732 alliemacx@msn.com Katy Ruzicka 944-7769 kruzicka@bsamail.org
North Shore Jane Manchester 656-4879 jemanchester@austin.rr.com Jeff Blackburn 944-7732 jblackbu@bsamail.org	Live Oak Elgin Heinemeyer 830-540-4218 elgin@gvec.net Shane Watts 830-875-5838 gonecountrydj@hotmail.com Nate Kramer 694-1350 nkramer@bsamail.org
Council Contact	
Stephanie Guseman 617-8623 sgusman@bsamail.org Tim Molepske 617-8633 tmolepsk@bsamail.org	

**2008 Popcorn Sale
Sign-up Form**

Unit Information

Unit # _____ Type (Pack, Troop, Crew or Post) _____

Popcorn Chairperson Name _____

Address _____

City, Zip _____ Day Phone # _____

Night Phone# _____

E-Mail Address _____

Yes! We will participate in the _____ Show-n-Sell Phase
(Check the one or more that applies) _____ Take Order Phase
_____ Popcorn for Troops

Commission Option _____ YES on PRIZES
(Check the one that applies) _____ NO on PRIZES

Commission Checks:

The commission check is automatically sent to the Committee Chairman of record as of September 1st. If you would like to have your commission check mailed to a different registered adult leader within your unit please unit fill out the information below:

Name: _____

Address: _____

City: _____ State _____ Zip _____

Signature of Popcorn Chairperson _____

(Fax to 927-2310 attn Stephanie)