

2018 Popcorn




Kernel Guide



Pine Tree Council
Boy Scouts of America



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Contact Information

You are encouraged to contact your District Kernel if you have any questions about the popcorn sale. They are volunteers that have dedicated their resources to making your popcorn sale easy and rewarding!

Council Kernels Team

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2018 Popcorn Calendar

June 11 & 12, 2018	Council Kick-Offs
Friday, August 3, 2018	Commitment forms due to Judy at Council Office.
August Roundtables	Unit Take Order Sale Packets available.
August	Take Order Sale brochures mailed to registered Cub Scouts, Boy Scouts, and Venture Scouts. Youth can sell as soon as they receive their sales brochure.
Monday, August 27, 2018	Show & Sell orders due ON-LINE . Orders by case only .
September Roundtables	Bring your Popcorn questions!
Saturday, September 15, 2018	Show & Sell Popcorn distributed.
Monday, October 22, 2018	Return unsold popcorn to Council Office . Cases and containers accepted back. Show & Sell popcorn money due to Council Office.
Monday, October 29, 2018	Last day to submit Popcorn Order & Prize ON-LINE & Camp Bucks paperwork to Council Office.
Saturday, November 17, 2018	Take-Order Popcorn distributed.
Monday, December 3, 2018	All popcorn money due to Council Office.



LEADER FACT SHEET

Remember these 5 steps for a successful Popcorn Sale!

- 1.** Establish an annual Plan and Budget with input from your Scouts and Parents.
- 2.** Set a Unit Popcorn Sale Goal, and break that goal down to a Per Scout Goal based on the plan and budget.
- 3.** Put together an exciting incentive program for your unit

Try the following ideas:

- All Scouts who reach their sale goals get to throw pies in the leaders' faces
- Give a gift certificate to the 1st week top seller
- Have a pizza party for the top selling Den
- Have a small prize for all the boys who fill up a take order form
- Monitor the sale each week and give awards as you go
- Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered

- 4.** Conduct a FUN Unit Popcorn Kickoff to communicate the Program and Per Scout Popcorn Sale Goal to the Scout Families.

Be sure to take advantage of the helpful training materials available at trails-end.com including the online Kickoff training videos and "Kickoff in a Box."

- 5.** Utilize all sales methods to make sure your Unit and Scouts hit their sale goals:

- Take Order
- Show & Sell
- On-Line Sales
- Show & Deliver
- Parents Selling at work



Responsibilities of the Unit Kernel

1. Attend popcorn kick-off.
2. Work with unit committee to develop a unit sales goal. Divide that goal into a "per boy" goal.
3. Develop a unit incentive plan for your Scouts.
4. Decide when Take Order, money, and prize forms will be due to Unit
5. Prepare handouts for Unit Kick-off meeting for both leaders and Scouts.
Handouts include:
 - a) One order form, one prize flyer and one money envelope
 - b) Family Success Sheet
 - c) Unit-specific information, timelines, goals and incentives
6. Hold Unit Kick-off meeting near date popcorn sales begins. Discuss sales techniques, money collection, and safety.
7. Collect and total orders from den/patrol leaders on designated unit order due date.
8. Enter your Popcorn Unit Order and prizes online
9. Pick up the popcorn at the designated site on the appropriate distribution day. Make sure to bring vehicles large enough to accommodate your order. You will be expected to verify counts and sign the Unit Packing Slip form acknowledging receipt.
11. Remind Scouts of money due dates. Make sure checks are payable to the unit.
12. Collect and tally money by unit money due date.
13. Collect the money for the product at the time of the sale. This cuts your steps from SELL – DELIVER- COLLECT to SELL / DELIVER.
14. Have your unit treasurer **issue one check payable** to the "Pine Tree Council" for "Total Amount Due Council" by October 22 for Show n' Sell orders and another check by December 3 for Take Order orders.



Four Super Sale Methods

Show-n-Sell

- **No Risk!** Pay only for the popcorn you sell!
- Sell at fairs, stores, or door-to-door, with product in hand
- Your unit earns 33% (or 35% if you attended a kick-off) profit
- Do the Take Order Sale too! In fact, units that take part in both sales see increased sales.
- Order popcorn by August 27th, pick up popcorn on September 16th between 8:00-11:00AM.
- Show-N-Sell sale ends October 22nd.
- Return or transfer unused popcorn on October 22nd by 4:00PM for credit.
- Money due by October 22nd.

Take-Order Sale

- The Pine Tree Council and Trails End Popcorn will mail a Take Order form and Prize Guide to all registered Scouts in August.
- The traditional way for Scouts to sell Trail's End Popcorn is by going door-to-door, and selling to family and friends.
- Selling popcorn is easy! 4 out of 5 people, when asked, will buy! People buy popcorn to support Scouting.
- Sale Runs from August 1st to October 29th.
- Your Unit can **earn up to 40%** commissioner
- Order only what you need – **no leftover popcorn can be returned.**

Show and Deliver method is
on the next page and
Online Sale is on the page
after that!





SHOW & DELIVER

“The Family Preferred Method of Selling”

What is Show & Deliver?

- NOT Show & Sell
- Selling door-to-door with the take order form & product in-hand
- Allows Scouts to make the sale, deliver the product, and collect the money immediately all in 1 visit
- No more multiple visits to the same house to complete the sale
- Scouts can gain additional sales from the same customers

Why do Show & Deliver?

- A Scout can sell **4X** as much using Show & Deliver vs. Show & Sell!
- Save time & reduce the cost of your child's Scouting program
- Most productive use of a family's valuable time
- Spend more time selling and less time delivering & collecting

How much Product should each Unit Order?

- Units are encouraged to Order 50% of the previous year's sale
- Any remaining product can be used for the Take Order sale
- Units have no risk of being stuck with additional product

How to do Show & Deliver?

- Conduct **Blitz Days** each week of the sale
- Parents bring minivans, SUV's, trucks, & cars
- On average 4 scouts are assigned to each parent/vehicle
- Scouts & parents blanket neighborhoods with 2 Scouts on each side of the street stopping at each house while the parent is observing from the vehicle
- Scouts turn money and unsold product into the Unit Popcorn Kernel at the end of the blitz day meaning there is no risk of money or inventory being lost or uncollected
- Always emphasize safety!
- Review the safety information provided in the sales materials.
- Keep in mind, Show & Deliver can be done by Packs, Dens, Troops, Patrols, or Individual Families



On-Line Selling

SPEND LESS TIME FUNDRAISING & MORE TIME SCOUTING

You don't have to collect money.

You don't have to deliver products.

You can sell whenever, wherever.



Online Prize Program

Sell \$300 online in a calendar year and earn 5% of every dollar sold!

Sell \$300 and earn a \$15 Amazon.com Gift Card.

Sell \$1,000 and earn a \$50 Amazon.com Gift Card.

Sell \$2,500 and earn a \$125 Amazon.com Gift Card, plus be qualified for the Trail's End [Scholarship Program](#).

**The average online order is nearly 4 times
greater than door-to-door sales**

Up to 50% of online sales go back to the Scout's Unit



Popcorn Distribution

SHOW-N-SELL SALE

Date: Saturday, September 15th, 2018

Time: 8:00AM - 11:00AM

Location: Moody's Collision Center, Gorham or Caswell's Discount Wholesale, Waterville

Please select the location you would like to pick your popcorn when you place your order.

TAKE-ORDER SALE

Date: Saturday, November 17th, 2018

Time: 8:00AM - 11:00AM

Your popcorn will be delivered to your choice of locations. You are not restricted to using your district's distribution location, however if you wish to have your product delivered to a location other than your districts, please let the Council know so they may make the change.

District	Location
Abnaki	TBD—We will get this information to you as soon as we have it.
Casco Bay	Moody's Collision Center 200 Narragansett St Gorham, ME 04038
Kennebec Valley	Caswell's Discount Wholesale 68 Armory Rd. Waterville, ME 04901
York	Hussey Seating Company 38 Dyer St. North Berwick, ME 0390

Tips for Both Distribution Days

- Arrive between 8:00AM and 10:30AM. It is important that you have enough vehicles to carry popcorn. When picking up the popcorn, you will need one full sized pick-up truck for every 60 cases of popcorn, one van for 50 cases, or one average car for 30 cases.
- Check your order at the distribution site. Ensure that you have received all the product your unit ordered, and that you have no damaged product (especially tins). You are responsible for the product that you pick up.
- Secure a large indoor area to bring the popcorn to, such as your Chartered Partner's meeting facility, local fire department, school or church. Lay out your order by product.
- Assign adult volunteers times to come in and pick their orders, or sort them out before they come. Use the Scout's order forms, and return the order forms with the popcorn. Be sure to keep a Unit Master Record for your own future reference and prize distribution.
- Each product has a symbol associated with it. The symbols are carried through from the Take Order forms to the packing slips you will received at distribution. Use the symbols for easy handling and sorting of the products.



Steps for a Successful Unit Distribution

Step 1:

Find a location that has enough space to separate orders by den and by family.

Step 2:

Assign a popcorn pick-up appointment time by den and by family, so everyone knows when to pick-up their product and what size vehicle they need. With appointment times, no one will have to wait because all of your families will not show up at the same time.

Step 3:

Get enough volunteers to help pick-up and separate the product.

Step 4:

Make sure the unit has the proper vehicles to pick-up all of the popcorn at one time from the distribution site..

Step 5:

Separate the product into den and family orders

Step 6:

Have a product receipt for each den and family to sign to verify the amount of product they received and the date the money is due back.

2018 Incentive Program

● BACK BY POPULAR DEMAND....CAMP BUCKS!!!

You asked and we listened! Scouts want their Camp Bucks, so we've added them back into the prize options. Only one Camp Buck per Scout please. Use the order form in the back of this book to order the Camp Bucks.

● NEW THIS YEAR!!!!

Any unit can choose to take an extra 3% instead of allowing Scouts to choose a prize. Just select this option when ordering your popcorn.

● Scout Bonus Incentives for Their Total Sales

\$750-\$999	a special event invite (Get Air for example)	
\$1000-\$1,499	a special event invite	+ \$25 gift card
\$1500-2,499	a special event invite	+ \$50 gift card
\$2,500-\$3,499	a special event invite	+ \$100 gift card
\$3,500-\$4,999	a special event invite	+ \$250 gift card
\$5,000+	a special event invite	+ \$400 gift card

Show & Sell Commission = 33%

Unit Take Order Sales of up to \$7,500 = 33% commission

Unit Take Order Sales of \$7,501 to \$12,499 = 36% commission

Unit Take Order Sales of \$12,500 to \$19,999 = 37% commission

Unit Take Order Sales of \$20,000+ = 38% commission

**EARN AN ADDITIONAL 2% COMMISSION ON ALL
YOUR SALES IF A REPRESENTATIVE FROM YOUR UNIT
ATTENDS A UNIT KICK-OFF***



Unit Tips for a The Show-n-Sell Sale

Pre Show-N-Sell

- Contact store or event organizer to gain permission and set up times and dates.
- Set up schedule for scouts with specific times of participation, i.e., 4-6 scouts per 2-hour shift.
- Gather pictures of the events you have participated in or are planning to attend. People are more apt to purchase if they know what the money is being used for.
- Make banners for advertisement and point of sale excitement (great craft or activity for a den or pack meeting). Sometimes the stores will advertise the sale on their store sign, ask if this is available.
- Have the scouts practice what they are going to say to the possible customers.

Show-N-Sell Day

- You need to have these items: tables, chairs, posters, activity displays, tape, product for samples, sample cups (can be found at Sam's Club type stores)
- Advertise the Show-n-Sell date and location.
- Make sure scouts are in their uniforms.
- Samples of the product for passers by.
- Find a location that has high foot traffic and is safe for the scouts to participate.

What to Say

- Focus on Scouting instead of the product, i.e., "Would you like to support Scouting by purchasing popcorn today? Would you like to help us go to camp by purchasing popcorn today?"
- Be specific on what the money is going to be used for. People will be more willing to purchase if they know where their money is going.
- Always mention Scouting.

Show-n-Deliver

- Everybody gets an allotted amount of product. They then go around the neighborhood with the product with them (product in a little red wagon) and sell and fill the order on the spot.
- Parents can use a show-n-sell method at their desks or areas at work.

This is a great method to be followed up with the Take-Order Sale. People will sometimes re-order product if they enjoyed it the first time.

The left-over product from the Show-n-Sell can be cleaned up by the Take-Order needs. Just reduce the amount that you order for the Take-Order Sale by what you have left over.

Always emphasize safety.

Review the safety information provided in the sales material.

Parental supervision is suggested in the door-to-door and Show-N-Sell methods.



Unit Tips for a Successful Sale

- Attend a popcorn kick-off!
- Print a Popcorn Sale Newsletter and distribute it to all your Scouts and families
- Educate parents of the direct benefits to them, i.e., Johnny sells \$x amount and gets to go to camp. Explain why this is such an important fundraiser, state goals, uses, explain scholarship program, achievements that can be earned, etc. Show how this fundraiser gives more back to their child than other fundraisers.
- Have a big unit kickoff for the youth to get all materials and GET EVERYBODY EXCITED! All registered youth will receive the Take Order and Prize Guide in the mail. Review all prizes available to the youth. Set "per Scout" sales goals.
- Have a unit "Blitz Day" where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
- Establish a unit goal. Develop your "Ideal Year of Scouting" and then set your budget. Let popcorn fund your quality Scouting program. If you have access to the Internet, use the Trail's End Web page to help set your budget.
- Have a prize for the youth that has the highest sales each week.
- 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 youth moves, 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?"
- Write and copy a letter for all of your Scouts that they can use which explains the popcorn sale and why you are selling, tells the dates of delivery, explains the benefits for your unit and Council, and have your Scouts leave a copy of this letter with a Mini-Order form sheet in the newspaper box of peoples homes they know who happen not to be at home when Scouts stop by. This is a good letter to share with parents.
- Do corporate sales using employers and companies of parents and leaders within your unit.
- Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters and relatives.

**MAKE IT FUN AND EXCITING FOR YOUR SCOUTS
AND YOUR UNIT!**



Helpful Selling Tips

- **ALWAYS** wear your uniform. Everybody loves to support a Scout in uniform.
- **ALWAYS** sell in pairs accompanied by an ADULT, and never sell after dark unless you are with an adult.
- **ALWAYS** act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- **ALWAYS** walk on the sidewalk and driveway, NOT through the yard. Watch for traffic.
- Don't carry large amounts of cash with you. Never enter anyone's house.
- Remember to always have 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- Statistics show 4 out of 5 houses buy Trail's End popcorn when asked.
- Make sure you know all the different types of Trail's End popcorn products you are selling.
- Most important, when you are selling the popcorn – tell the people what the money goes for – have them read the back side of the Take-Order form.
- Make sure you know the date when you will be delivering the popcorn to your customers.
- Remember to keep your Take-Order form for next year so you can call on the same people.
- In case no one is at home, write a letter (and make copies of it) explaining the popcorn sale and why you are selling it. Explain the benefits for your Unit and Council; tell the dates of the popcorn sale, etc. Leave this letter with one of the Mini-Order forms. Place these forms in the newspaper box or at the front door of people's homes you know.
- Not every house will buy so do not become discouraged.
- The more people you ask – the more people will buy.
- Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- Ask your parents to help you sell Trail's End Popcorn at their workplace for employee or customer gifts. Better yet, ask your parents if you can go to their office and sell. Make sure you deliver the popcorn and say "Thank you" – if you can't deliver it yourself, tape a thank you note on top of the popcorn!
- Remind your parents, grandparents, aunts, uncles and neighbors what a great gift Trail's End popcorn makes for teachers, friends, co-workers etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- Ask your friends at your place of worship if they would like to buy some Trail's End popcorn.
- Write a thank you note and place a copy of it on all the Trail's End popcorn you deliver to let everyone know how much you appreciate their support. (This will benefit you next year when you call on them.) Remember to say "Thank You" when you hand deliver it.

Keep your Take-Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail's End popcorn that they did not buy enough of.



Forms



Camp Bucks Order Form

Pine Tree Council, BSA
146 Plains Road, Raymond, ME 04071
Tel: 207-797-5252

Deadline for receipt at Pine Tree Council is October 29th.

THIS ORDER FORM IS ONLY FOR CAMP BUCKS

DISTRICT (Circle one): AB CB KV YK

UNIT (Circle One): Pack Troop Post Crew UNIT # _____

Scout Bucks will be mailed to the Unit Kernel.

Unit Kernel: _____

Mailing Address: _____

Town, ZIP: _____ Phone: _____

	SCOUT'S NAME	Amount Sold	SCOUT BUCKS AMOUNT
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			