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**BOY SCOUTS
OF AMERICA®**

GREAT SOUTHWEST COUNCIL

2016 POPCORN GUIDE

What's This Book For?

The popcorn sale guide highlights the key steps for success and should be reviewed carefully. This guidebook, written specifically for the Great Southwest Council, provides everything you need to have a successful popcorn sale.

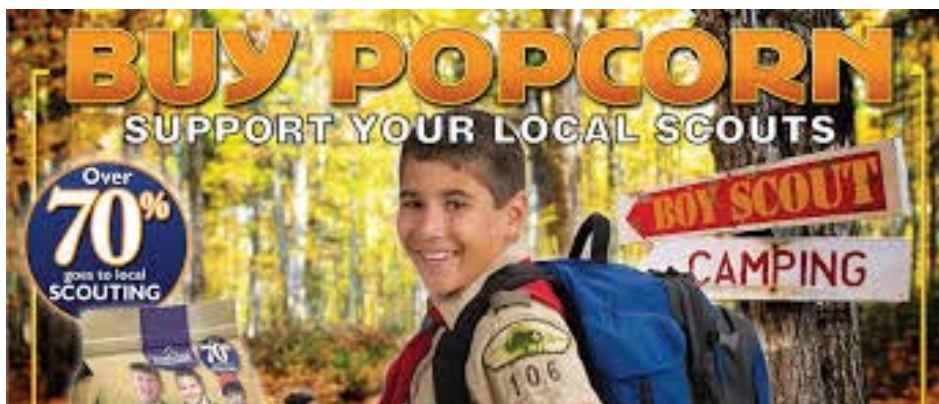
Why Sell Popcorn?

The Popcorn sale is extremely important to funding your unit's Scouting program. The sale is equally important to our Council so that we can provide adequate funding and maintenance to Gorham Scout Ranch, get Campbell Scout Ranch up and running, provide service to units, develop new programs, and much more.

You Talked, We Listened!

The feedback received from the 2015 popcorn sale was instrumental in developing a sales program that is simpler for unit kernels, and provides the greatest level of funding possible back to units. Here are some of the changes for 2016:

- We will accept returns of unsold show & sell product (more info on this is shared later in the guide)
- Top commission available is **40%**!
- Packs will have the option to forego prizes in favor of additional commissions
- We will be returning to the Keller prize company used in 2014 and prior as the prizes were better quality and offered at a greater selection



Popcorn Sales support Scouts, Units, and the Great Southwest Council!

Commission Structure

Base Commission- 32%

Attend Training- 3%

Early Commitment- 1%

No Prize Option- 2%

Increase Sales by

20% over 2015- 2%

Total Commission

Possible = 40%

COMMISSION FOR
ALL ONLINE SALES IS

50%!

In This Guide

- Product Lineup
- Timeline
- Sales Plan
- Unit Kernel Responsibilities
- Prizes & Incentives
- Training Opportunities



2016 Product Lineup

Chocolate Lover's TIN	\$60
Sweet & Savory Collection TIN	\$45
Cheese Lover's Collection TIN	\$35
Military Donation—Silver	\$30
Trail Mix	\$25
Chocolatey Caramel Crunch TIN	\$25
**Microwave Kettle Corn 18 pack	\$25
**Premium Caramel w/ nuts	\$20
**Unbelievable Butter Microwave 18 pack	\$20
**Butter Light Microwave 18 pack	\$20
**Jalapeno Cheddar Cheese	\$15
**White Cheddar Cheese	\$15
**Classic Caramel	\$10
**Popping Corn	\$10

** - These products are available for Show & Sell Orders

Why Sell Popcorn?

BENEFITS OF SELLING POPCORN:

Popcorn sales can generate enough funds to support your Scouting program for the **ENTIRE** year!

- Units order only what they will sell (extra show & sell product can be returned)
- Over 70% of sales support local scouting—up to **40%** stays with **YOUR** unit.
- Built in Scout prizes and recognition program encourages Scouts to sell
- Popcorn sales teach boys the responsibility and value of earning their own way and COMMUNICATION SKILLS!

WHAT OUR POPCORN SALE MAKES POSSIBLE:

UNITS OFTEN USE FUNDS TO COVER THE COSTS OF:

- Awards
- Events/Outings/Activities
- Equipment/Materials
- Camp Fees
- Blue & Gold Banquets
- Pinewood Derbies
- Courts of Honor
- Camporees
- High Adventure Trips

SOME EXAMPLES OF COUNCIL SERVICES ARE:

- Training of adult leaders, so that Scouts have the BEST leadership possible
- Maintaining camp properties for year-round camping and other outdoor events
- Planning and conducting various Council-wide activities and events
- Council Service Center and professional staff available to support unit leaders, parents & Scouts

Show & Sell Suggested Orders

Not sure what to order? Try one of these suggested packages for Show & Sell.

Package A—\$1,230

1-5 Scouts

- 1 case Premium Caramel Corn w/nuts (12/cs)
- 1 case Jalapeno Cheddar (12/cs)
- 1 case White Cheddar (12/cs)
- 2 cases Caramel Corn (12/cs)
- 1 case Popping Corn (12/cs)
- 1 case Unbelievable Butter (6/cs)
- 1 cs Kettle Corn (6/cs)

Package B—\$2,340

5-10 Scouts

- 2 cases Premium Caramel Corn w/nuts (12/cs)
- 2 cases Jalapeno Cheddar (12/cs)
- 2 cases White Cheddar (12/cs)
- 4 cases Caramel Corn (12/cs)
- 1 case Popping Corn (12/cs)
- 2 cases Unbelievable Butter (6/cs)
- 2 cases Kettle Corn (6/cs)

Package C—\$4,800

10+ Scouts

- 4 cases Premium Caramel w/nuts (12/cs)
- 4 cases Jalapeno Cheddar (12/cs)
- 4 cases White Cheddar (12/cs)
- 8 cases Caramel Corn (12/cs)
- 3 cases Popping Corn (12/cs)
- 4 cases Unbelievable Butter (6/cs)
- 4 cases Kettle Corn (6/cs)



2016 Sales Timeline

By May 30, 2016

Fill out your commitment form and submit to the Great Southwest Council Service Center and receive an **extra 1% commission towards your sales**

Training

Trainings will be held in several locations throughout the Great Southwest Council in July. Please be sure that your unit kernal attends a training session. Attending training will allow your unit to receive an **extra 3% commission towards your sales!**

Show & Sell

August 8—Show & Sell Orders Due

August 19 & 20—Show & Sell Distribution (2 week Post Dated Check Required)

August 21—October 9—Conduct Show & Sells

October 15—Show & Sell return date (this is the only date for returning unsold product)

Take Order

October 17—Take Orders Due

October 17—Last day to submit for “Fill a Sheet” prize

October 28 & 29—Take Order Distribution (Post Dated Check Required)

Prize Orders

November 28—Last day for online orders to count toward commissions & prizes.

December 2—Last day for Prize Orders to be placed. NOTE—any units that have not ordered prizes by 11:59 pm on December 2nd will automatically receive 2% commission in lieu of prizes.



2016 Popcorn Sales Plan

Objective: It is the goal of the Great Southwest Council to provide the most effective fundraising program to help units fund their **entire annual program** with just one fundraiser.

We recognize there are other fundraising options, but nothing gives more back to Scouting than **Trail's End Popcorn**. **Over 70%** of the money raised stays locally within the Great Southwest Council, helping our own youth with their ideal program. No other fundraiser can compare!

Show & Sell Sales Program

Sales teams check out popcorn by the case from the unit kernal and set up a sales display. This usually happens in front of a business that generates a lot of foot traffic (grocery stores, discount stores, etc.). The Show & Sell program is generally done on weekends and involves Scouts taking turns doing shifts. The Show & Sell program involves a limited product lineup. Show & Sell product orders must be placed by **August 8** for delivery on **August 22**. Product returns will be allowed for unsold Show & Sell product up to 20% of your original order. The only date for product returns will be **October 15**.

Take Order Sales Program

Boys solicit popcorn orders door-to-door, visiting friends and family, or from anywhere people gather. Individuals order the popcorn at that time, using the Scout's Take Order form. The unit kernal collects the forms, tallies, and then the popcorn is ordered and distributed. Boys deliver the popcorn, collect the money and turn it in to their unit kernal. Take Order Sales are the best way to raise **a large amount of money** for your unit because of the expanded time frame and greater customer base. Boys can begin selling as soon as they receive their take order form, and continue until October 17. Product returns are NOT accepted in the Take Order program, however units do not need to order full cases when placing their take order.

Online Sales Program

Scouts have the ability to email a link to friends and family who can place orders online. Orders placed this way will count towards the Scout's sales for prizes and incentives, unit commissions, and you don't ever have to touch the product! **UNITS WILL RECEIVE A 50% COMMISSION FOR ALL ONLINE SALES!**

How do I log-in to Place my Order?

The first time you log in to the trails end ordering site (<http://www.trails-end.com>), you must enter your email address and change your password. Passwords expire at the beginning of each new popcorn sale. All popcorn system users must complete the process below for the new year's sale.

1. To log in for the first time, open your browser and go to the Trail's End website: <http://www.trails-end.com>
2. Click on the COUNCILS tab
3. Click on the Popcorn System link

The resulting screen will offer you a space for the user name and password provided to you by a Trail's End representative via email.

4. Type your user ID into the username box.
5. Type your password in the Password box. The system displays your password as a string of asterisks.
6. Click the LOGIN button.
7. Enter your email address TWICE.
8. Change your password—Enter your NEW password twice.
9. Click "SAVE AND CONTINUE"
10. Done

Check out the box on the next page for instructions to log in so that you can place your order.

After you enter your email address and your new password, the system will send an email message to the address you entered that includes a confirmation code and a link for you to click to confirm your email address. You need the information from this email to finish setting up your account and continue into the popcorn sales system.

Log in to place your Order

To finish setting up your account:

1. Without closing the confirmation page, open your email program.
2. Retrieve the confirmation email you just received from the Trail's End system. *If you do not receive the email, please check your SPAM or junk mail folder*
3. From the confirmation email, click on the link provided within the body of the message.
4. Enter the confirmation code you received
5. The system will acknowledge that the confirmation code was correct and prompts you to reenter your login information.
6. Verify your information by making any corrections necessary and filling in required fields.
7. Click SUBMIT
8. Done!

Now you're in the system and can place orders for your unit.

Prizes!

2016 Prizes and Incentives Program

- **\$600 Sales Club:** Each Scout who sells \$600 or more in Take Order sales will receive a special prize when a copy of the Take Order sheet(s) is sent to Jessica.parsons@scouting.org. Each Scout is eligible for one \$600 club prize in 2016. The prize options will be announced at the Popcorn Kernal training. Deadline for submission of the take order sheet(s) is November 1st.
- **Great Southwest Council Weekly Fill-a-Sheet drawing:** Each Scout who fills up an entire take order sales sheet and emails to Jessica.parsons@scouting.org will be entered into a weekly drawing for a \$100 High Desert Scout Shop gift card. Weekly drawings will be held on September 9, 16, 23, 30 and October 7 and 14.
- **Trail's End Scholarship:** Any Scout who sells \$2,500 (or more) in 2016 will get **6%** of their total sales amount placed into the Trail's End Scholarship Program. The money will continue to accrue while the Scout sells Trail's End popcorn. Scout Take Order and online sales count towards the Trail's End scholarship. Show & Sell sales can be counted towards the scholarship with proper documentation from the unit detailing the Scouts involved, dates of sale, total sale, and sales amount credited to each Scout. For Scouts who have already qualified, 6% of their sales (regardless of total sales) will be added to their scholarship account.
- **Great Southwest Council Sponsored TOP SELLERS PARTY:** The Great Southwest Council will host a party for the top 50 sellers in the Council with a minimum of \$1,500 in sales and their families. Food, fun, recognition, and additional prizes will be awarded for all Scouts invited to the party. Last year, prizes included flat screen televisions, XBOX Ones, Playstations, Mountain Bikes, and much, much more!
- **Unit Prizes:** If your unit opts into the prize program, Scouts will be able to choose from a variety of prizes based on their total level of sales. This service is provided via Keller marketing.

2016 Unit Kernal Duties

1. Turn in your Unit Commitment form to sell popcorn by **May 30, 2016** (this earns your unit 1% in commission)
2. Explain the Popcorn Sale plans to your adult leaders.
 - Review your unit's annual budget plan.
 - Set your unit's sales goal and your sales goal per Scout
 - Review the Sales Timeline and set up your unit plan and schedule.
3. Attend Popcorn Kernal training, and receive an additional 3% commission
4. Prepare your Unit Kick-off meeting for leaders, parents and Scouts
 - Timeline showing sale dates, date orders are due, time and place for pick-up, etc.
 - Unit goal and per Scout sales goal
 - Two order forms/prize flyers and money envelope for each Scout
5. Conduct your unit kick-off meeting. Review the sales goals, explain the prize and incentive program, discuss sales techniques, money collection, and safety suggestions. **MOST IMPORTANTLY—MAKE IT FUN!**
6. Submit unit's Show & Sell order online **by 10:00 pm on Monday, August 8.**
7. Pick up Show & Sell popcorn on **Friday, August 19 or Saturday, August 20.**
8. Prepare for your Show & Sell product return by filling Take Orders first! Don't waste time and energy returning product that you're going to order for your unit's Take Order. Returns will only be accepted on **Saturday, October 15, and only up to 20% of your unit's total Show & Sell order may be returned.**
9. Submit Unit's Take Order online **by 10:00 pm on Monday, October 17.** Arrange to pick up product on **Friday, October 28 or Saturday, October 29.** On the same day, conduct a special meeting for all Scouts and their parents at your unit's meeting location to distribute popcorn, the Scout's original take order form, and money envelopes. Keep a copy of the Scout's Take Order form (just in case!).
10. If your unit opts into the prize program, place your prize order by **Thursday, December 1.** You can place prize orders sooner, the prizes will arrive to you earlier for distribution to your Scouts.

Contact Us

We want to help you make Popcorn the one fundraiser that supports your Scouting unit all year. If you have any questions, or you're not sure if popcorn is right for you, please reach out to us!

Popcorn Staff Advisor
Kevin McClelland
505-503-2389
kevin.mcclelland@scouting.org

-or-

Your District Popcorn Kernal or
District Executive

SIGN UP FOR TEXT MESSAGE UPDATES ABOUT THIS YEAR'S SALE!

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