

PRIZES! PRIZES! PRIZES!

.....And More!

Successful sales mean terrific prizes and recognitions for individual Scouts and their units!

UNIT RECOGNITION & SUPER BONUSES!

- ❖ Weekly Storefront Performance. Units using the 1-ON-1 sales approach are eligible. The unit with the top sales for the week will receive a \$50 credit to their unit account. Last award will be Oct. 16. E-mail your weekly results to Dawn, dawn.kristensen@scouting.org, on Monday, including both Saturday & Sunday sales.
- ❖ District Winners. \$100 award will be given to the top-selling units in each district. The quantity awarded in each district will be based on the number of units selling in the district.
- ❖ Top Council Winner. The top-selling unit in the council will receive a \$200 bonus credited to their unit account!

INDIVIDUAL SCOUT RECOGNITION AND GRAND PRIZES!

- ❖ Prize Plan.
 1. All Scouts with at least \$50 in total sales will receive a custom 2019 Popcorn patch.
 2. Foot-in-the-Door award. \$5 credit to unit account for all Scouts with total sales greater than \$200 but less than \$350. Unit decides how to use. This is tied to the optional Amazon gift card program described in bullet 3 below. If unit opts out of the optional lower level Amazon gift cards they are also opting out of the Foot-in-the-Door prize.
 3. Optional Amazon gift card program. This is a tiered program that covers Scouts with total sales less than \$1,500. The first tier is a \$10 gift card for \$350 in total sales. Upper tier is a \$45 gift card for \$1,000 in total sales. Units may opt out of this program and receive an additional 2% commission. Table 1 below shows all tiers associated with this optional program. Units opting out of this program are also opting out of the Foot-in-the-Door prize program.
 4. Scouts automatically receive an Amazon gift card if their total sales are at least \$1,500. This is a tiered program from Trail's End with no upper limit. The first tier is a \$75 card at \$1,500 in total sales. There is NO opt out option for this program. Table 2 below provides more tiers.
- ❖ Weekly Fill-a-Sheet Winners. Starting the week of Sept. 9, we will draw a winner from the filled Take Order sheets submitted the previous week. Prize: \$50 GIFT CARD. (Choice of Amazon, Walmart, or Scout Shop gift card.) Last drawing will be Oct. 23.
- ❖ Top Sellers Award. The top two sellers (total sales) in the Great Southwest Council select one of the following Gorham adventures: pool party for 12 people, high in the sky experience for 12 people (not available to Cub Scouts), shooting gallery experience for 12 people.

Note: Eligibility for the prize plan and top sellers award are based on ALL SALES reported under the Scout's name in the Trail's End system.

Table 1	
Optional Amazon Gift Card Program	
Units may opt out to receive an additional 2% commission	
Sales Level	Card Amount
\$1,000 - \$1,499	\$45
\$750 - \$999	\$30
\$500 - \$749	\$20
\$350 - \$499	\$10

Table 2	
Automatic Amazon Gift Card Program	
Sales Level	Card Amount
\$7,500 - \$9,900	\$550
\$5,000 - \$7,499	\$350
\$3,500 - \$4,999	\$225
\$2,500 - \$3,400	\$150
\$1,500 - \$2,499	\$75

FROM TRAIL'S END:

- ❖ Scholarship Fund! Scouts who sell at least \$2,500 in any calendar year will have 6% of their qualified product sales count towards their own Trail's End Scholarship. Once enrolled, 6% of their sales each year will go towards the scholarship.

YOUR SOURCE FOR HELP AND SUPPORT

We want your unit program to be the best possible, so we want to help your sale succeed! Please reach out to us with questions or for suggested "best method" ideas:

Council Popcorn Chair: Jan C. Gimar, toby69@q.com, 505-459-2561
 Council Staff Advisor: Dawn Kristensen, dawn.kristensen@scouting.org, 505-345-8603 ext. 114



BOY SCOUTS
OF AMERICA
GREAT SOUTHWEST
COUNCIL

YOUR KEY TO A MORE EXCITING

Year of Scouting PROGRAM!

2019 Popcorn Guide

May 22 Revision



<http://www.gswcbsa.org/popcorn> -- for all the latest popcorn news and updates!

We Don't Sell Popcorn!

We sell Scouting and how it helps Scouts grow and develop. Buying Trail's End Popcorn is a way people can help kids enjoy Scouting and its benefits to the fullest! Popcorn can help your unit avoid "fund-raising fatigue" by raising all the money you need with just one project.

- A single Scout sells an average of \$100 per hour in product.
- For 8 hours of sales spread throughout the season, that Scout has \$800 in sales.
 - ◊ If 20 Scouts in your unit participate, this adds up to \$16,000 in sales.
 - ◊ At the 32% base commission, your unit earns \$5,120. At 40% commission, your unit would earn \$6,400.
 - ◊ That can be doubled if those Scouts also participate in Wagon Sales (a.k.a Show-n-Deliver) OR Take Order sales!

How can popcorn proceeds fund your Ideal Year of Scouting?

Just to name a few.....

- Registration fees
- Awards & Recognition
- Camping gear
- Pinewood Derby kits
- Camp fees
- Special Events
- Oh, the possibilities!!

2019 Commission Structure

- 32% Base Commission
- +2% Opt out of receiving Amazon gift cards and Foot-in-the Door awards for your Scouts with total sales from \$350 to \$1,499. (Scouts with total sales over \$1,499 automatically receive Amazon gift cards from Trail's End.)
- +2% Commit to sell by 6/3/19 **and** attend Kernels' training. Commitment form links: [print and submit](#) or [electronic submit](#)
- +4% Unit Sales Growth over 2018:
 - If 2018 sales exceeded \$10,000, increase by 10%
 - If 2018 sales between \$2,400 - \$10,000, increase by 20%
 - If 2018 sales were between \$30 - \$2,400, increase by 30%, with a minimum total sale of \$2,400 for 2019
- Bonus Commissions
- +5% 2019 **Partnership Units** receive an additional 5% commission on **Take Order** sales
- +2 or 3% Units with total sales exceeding \$20,000 receive an additional 2% commission on total sales. Units with total sales exceeding \$25,000 receive an additional commission of 3% on total sales.

Non-Partnership Units
MAX COMMISSION = 43%
(Applicable to all four sales methods)

2019 Partnership Units
MAX COMMISSION=48%
(5% commission is applicable to Take Order sales only)

See back page for this year's
GREAT
Scout Awards, Unit Prizes, and other Recognitions!

2019 Popcorn Key Dates

- Jun-Jul: Units conduct "Ideal Year" planning and budget mtgs
- July 13: San Juan Mountains Popcorn Kernel Training, location TBA
- July 13: SDC Popcorn Kernel Training, location TBA
- July 17: Metro Area Popcorn Kernel Training, location TBA
- Aug 11: Unit Storefront Sales orders due (a.k.a. Show-n-Sell).
- Aug 23-24: Storefront Sales product distribution (payment required at pickup, max of two-week postdated check accepted)
- Aug 25: Official kickoff date; all methods
- Oct 14: Storefront Sales product return deadline
- Oct 20: Take Orders due
- Nov 1-2: Take Order distribution (payment required at pickup, max of two-week postdated check accepted)
- Dec 2: Cut-off for 2019 online orders
- Dec 4: Popcorn Campaign ends. Product sales must be entered by Scout to be eligible for individual Scout awards

Storefront Sales Suggested Orders

Not sure what to order? Consider these packages.

Home Theater Package: \$2,400

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

32% commission yields \$768.00 for your unit

Matinee Package: \$4,290

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

32% commission yields \$1,372.80 for your unit

Blockbuster Package: \$7,230

- ◆ 4 cases Salted Caramel Corn (12/case)
- ◆ 5 cases Microwave Kettle Corn (6/case)
- ◆ 5 cases Microwave Unbelievable Butter (6/case)
- ◆ 5 cases Premium Caramel Corn w/ nuts (12/case)
- ◆ 4 cases Jalapeno Cheddar (12/case)
- ◆ 5 cases White Cheddar (12/case)
- ◆ 9 cases Caramel Corn (12/case)
- ◆ 2 cases Popping Corn (12/case)

32% commission yields \$2,313.60 for your unit

You may adjust quantities based on your unit's sales experience!

What's new for 2019:

- ☀ Free shipping for ALL online orders.
- ☀ New Trail's End App functionality:
 - ◇ Every Scout can do credit card sales
 - Square card readers provided by Trail's End based on 2018 sales volume for the unit
 - **Credit card fees paid by Trail's End**
 - ◇ Scout Portal for selling and tracking
 - ◇ Parents can track their Scout's sales
 - ◇ Unit leader portal for tracking sales
 - ◇ Storefront sales (a.k.a. Show-n-Sell) tracking available
 - ◇ Wagon Sales tracking available (a.k.a. Show-n-Deliver)
- ☀ Amazon Gift Card Reward Program - Automatic to all Scouts with at least \$1,500 in total sales. Tiered program starting at \$75 gift card for \$1,500 in total sales.
- ☀ Gift cards for total sales less than \$1,500 are optional.
- ☀ No additional paperwork required for any prizes.
- ☀ 4% commission for units meeting growth goal.
- ☀ Bonus commission for units with over \$20,000 in sales
- ☀ Units joining *Trail's End Popcorn Community* on Facebook by May 31st get a free table banner.
- ☀ Jalapeno Cheddar will **NOT** be available for Take Order sales.
- ☀ Salted Caramel is no longer in a tin & is available for Storefront sales.

The 2019 product line up:

- \$50 Military donation
- \$30 Military donation
- Chocolate Lover's Tin*, \$60
- Cheese Lover's Tin*, \$35
- Choc. Caramel Crunch Tin*, \$30
- Salted Caramel Corn, \$25
- 18 pk, Kettle Corn, microwave, \$25
- 18 pk, Unbelievable Butter, microwave, \$20
- Caramel Corn with Nuts, \$20
- Jalapeno Cheddar, \$20**
- White Cheddar Cheese, \$20**
- Caramel Corn, \$10
- Popping Corn, \$10

Notes:

Jalapeno Cheddar will only be available for Storefront sales. Product will not be on the Take Order form.

*Tins not available until November via Take Order sale.

**The bag size for the White Cheddar and Jalapeno have increased from 5.25oz to 9oz.

Please refer to the Take Order sheet for more product details.

CATCHY PHRASES TO USE WHEN SELLING POPCORN!!



- Would you like to support Scouting?
- You can help me go to camp this summer.
- My Troop is going to Northern Tier (or Sea Base) in the summer. Will you please help me go with them?
- I am eligible to go to National Youth Leadership Training this summer, can you help me attend?
- I would like to achieve the rank of Eagle Scout in 2020, you can help me by buying popcorn.
- I am planning on being in the first class of female Eagle Scouts in 2020. You can help me by buying popcorn.

8 STEPS TO SUCCESS

1. Develop an IDEAL YEAR OF SCOUTING program plan and budget with input from your Scouts and parents. Budget to fit your program objectives, not the other way around!
2. Having identified popcorn as your primary (or only) fundraiser, set SALES GOALS for the UNIT and INDIVIDUAL SCOUTS. Use the tools available at gswcbsa.org/popcorn or Trails-End.com.
3. Have your UNIT KERNEL and other leaders attend your district's KERNELS' TRAINING.
4. Develop a UNIT INCENTIVE PLAN, one that engages all Scouts and encourages full family participation. Use the Council Prize Program as a base or create your own unit awards.
5. CONDUCT AN EXCITING UNIT KICKOFF MEETING that promotes parent involvement and TRAINS THE SCOUTS in winning sales techniques.
6. USE ALL FOUR SALES METHODS. See
7. Use the NEW TECHNIQUES suggested at your district KERNELS' TRAINING. They came from successful units around the country.
8. COMMUNICATE often with your Scouts and parents. Encourage weekly updates on their progress.

USE ALL FOUR SALES METHODS!

Make your sale a winner by using ALL FOUR methods of getting your popcorn in front of different customers:

Storefront Sales. (a.k.a Show-n-Sell). This method is setting up a sales point at a place of business with high traffic and approaching customers as they enter or leave. Consider a different way of organizing your storefront sales this year: Experience has shown that storefront sales sites raise ~\$100 per hour regardless of whether 10 Scouts are at the site or just 1 or 2. With our 1-ON-1 method, instead of concentrating your sale at one store using several Scouts, schedule sales at several stores using ONE Scout family at each site! Two deep leadership is not required if a Scout is selling with their parent or legal guardian. Interested? Get more details from your unit Popcorn Kernel, or contact Jan Gimar or Dawn Kristensen.

Wagon Sales. (a.k.a Show-n-Deliver) This is a hybrid of the Show & Sell and the Take Order methods. The Scouts go door-to-door as in Take Order, but they take product from your Show & Sell inventory with them to sell.

TAKE ORDER. Scouts take an order sheet door-to-door or to places like school, church, or the parents' workplace. Customers place orders that are delivered in early November.

ONLINE. Set up an online account with the Scout's individual sales page at Trails-End.com and share with out-of-town friends and family. The products available are the same offered for Take Order. Ordering is done directly through Trail's End AND they take care of shipping! Shipping is **FREE** for **ALL** orders this year.