

# Suwannee River Area Council 2017 Popcorn Leader's Guide



ANYTHING'S POSSIBLE WITH POPCORN!



## Let the Adventures Begin....



## Welcome to the 2017 Trail's End Popcorn Sale!

Thank you for dedicating your time to help your Scouts achieve all they can from the Scouting experience. This popcorn sale can play an essential role in allowing you to generate funds for your unit. The money raised from the Annual Popcorn Sale benefits both your unit and Scouting throughout the Suwannee River Area Council.

Imagine raising enough funds to pay for EVERYTHING your unit does for an entire year with popcorn sale profits. Trips, campouts, trainings, advancements, blue and gold banquets, courts of honor, trailers, uniforms, day camp, summer camp...it can all be **DONE!** Some of the benefits of participating are: low financial risk to your unit (payment is not due until the unit has had an opportunity to sell their product), organizational support from the Council and Trails End, and a financial benefit to your Council

Our mission is to give each and every participating unit the opportunity to reach their financial goals, no matter how large or small.

This "Popcorn Leader's Guide" will help to introduce our 2017 Popcorn Sale, what it entails, timelines, popcorn products, the profits, online ordering and staff who can assist you.

Don't forget to visit the Trail's End Popcorn Website at [www.sell.trails-end.com](http://www.sell.trails-end.com) and the Suwannee River Area Council website at [www.Suwanneeriver.net](http://www.Suwanneeriver.net) for updated popcorn information. The website for Scouts is [www.Trails-End.com](http://www.Trails-End.com).

Remember... By selling popcorn you are not only selling a yummy snack, you are helping change the lives of local youth through Scouting! Popcorn profits support Scouting programs in your community and throughout the Suwannee River Area Council. These programs educate, inspire and motivate Scouts Discover how popcorn can fund all of your Scouting adventures!

Have a GREAT sale and a GREAT year of Scouting!  
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## 2017 IMPORTANT POPCORN DATES

- August 21** Popcorn Sale Begins/ Council Kickoff
- August 25** Show and Sell Popcorn Orders Due online (**full cases only**)
- September 7/8** Show and Sell Popcorn Pick-up (Tri-State Sales Automotive Warehouse- **by appointments only**  
11:00 am – 1:00 pm and 4:00 pm – 6:00 pm
- November 1** Popcorn Sale Ends
- November 3** Submit Take Orders Online
- November 9/10** Settlement at the Council Office – All forms due  
*(see Billy Hartsfield at Scout Shop)*
- November 16/17** Take Order Popcorn Pick-up (Tri-State Sales Automotive Warehouse – **by appointments only**  
11:00 am – 1:00 pm and 4:00 pm – 6:00 pm
- November 26** All Prize Orders due online

## STEPS TO SUCCESS

- Establish an Annual Plan and Budget with input from your Scouts and Parents
- Set a Unit Popcorn Sales Goal, and break that goal down to a per Scout Goal based on the plan and budget
- Put together an exciting incentive program for your unit on top of the Council and Popcorn prizes
- Try the following ideas:
  - Give a gift certificate to the 1<sup>st</sup> week's top seller
  - Have a pizza party for the top selling den or patrol
  - Have a small prize for the Scouts 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
  - Remind your Unit that selling popcorn is a great way to earn their Salesmanship, Communication and Entrepreneurship Merit Badges
- Conduct a FUN unit popcorn kick-off to train and motivate your Scouts and Parents
- Be sure to take advantage of the helpful training materials available at [trails-end.com](http://trails-end.com)
- Utilize all sales methods to make sure your Unit and Scouts hit their sales goals
  - Show and Sell(Order product ahead of time and sell at store front)
  - Take Order(Door-to-Door or store front sales on an order form)
  - Online Sales(Email friends and family locally and out of town)
- Effective communication before, during and after the sale!
- Have FUN!!



## SCOUT TIPS:

- Always wear your full field uniform. Customers are more likely to support a Scout in a uniform
- Always sell with another Scout or Adult.
- Always behave in a manner that reflects the Scout Oath and Law.
- Smile and introduce yourself, First Name Only. Do not wear a name tag with your last name on it.
- Always walk on the sidewalks and driveways - stay off their grass.
- NEVER enter anyone's home.
- Always carry two ink pens with you when selling
- Keep your Take Order Form neat. DO NOT LOOSE IT! This is your only record of your sales.
- Know all of the Trails End Products that you are selling, including the Military options.
- Let your customers know what the money is going to be used for.
- Say Thank You to everyone, whether they make a purchase or not.
- Make sure you know the dates that the popcorn will be delivered to the Customers.
- NOT everyone you ask will make a purchase. Do not become discouraged, this is normal for ALL sales. The more people you ask, the more YESs' you will receive.
- Remind everyone what a great Holiday gift delicious Trails End Popcorn makes for Teachers, Mail Carriers, Co-workers, Customers, etc.
- Keep a copy of your Take Order Form. This is your list of customers to start next year's sale.



## PLAN AND HOST A UNIT KICK-OFF

Provide plenty of popcorn and snacks to make it exciting for your sales team- -  
**The SCOUTS!** (Be enthusiastic, be loud, keep it fun and entertaining!)

Motivate your Scouts and Parents

- ❖ Keep it fun! Keep it moving! Keep it short!

Show parents and Scouts the benefits of selling popcorn

- ❖ Lay out the exciting Scouting program you have planned for the year
- ❖ Tell families how they can eliminate out-of-pocket expenses by reaching their goal
- ❖ Before the Kickoff, determine how much popcorn each Scout will need to reach your Unit Goal:  $\text{Budget goal/commission rate} = \text{Sales Goal}$  (Ideal Year of Scouting Template). Show the Scouts what their goal is and what the unit will give to Scouts who reach this goal and beyond!
- ❖ Tell families about online selling
- ❖ Explain that Scouts will have fun while learning to earn their way!

### Sample Kickoff Agenda (40 minutes)

- ❖ Grand Opening (5 minutes)
  - Get ideas from the online video training at [sell.trails-end.com](http://sell.trails-end.com)
  - Play music, dim the lights and have fun
- ❖ Explain the Scouting program and key dates (10 minutes)
  - Make sure your families understand the benefit of selling popcorn to pay for their Scouting program
  - Highlight key dates important to the popcorn sale
- ❖ Train your Scouts (10 minutes)
  - Role play with Scouts on how to sell, review safety and selling tips
  - Review sales materials and key dates. Hand out order forms and samples of popcorn
  - Explain the different ways Scouts can sell-face-to-face and online at [sell.trails-end.com](http://sell.trails-end.com)



## PLAN AND HOST A KICK-OFF cont...

- ❖ Showcase your Scout Rewards (10 minutes)
  - Show the Scouts what prizes they can earn by hitting their sales goal.
  - Do a drawing for a door prize
  - Review the Trail's End \$2,500 Scholarship Program
  - Review the Fill-it-up Sheet Incentives
  
- ❖ Big Finish (5 minutes)
  - Have the top sellers from last year throw pies in the faces of the leaders.
  - Send everyone home motivated to sell!!

## ONLINE SALES

A simple way to sell online!! Scouts and Parents can gain access to their online account at [www.trails-end.com](http://www.trails-end.com) .

Your Scouts can email friends and family when they sell Trail's End popcorn on trails-end.com. 70% of all online sales go directly to local Scouting!

### Benefits of online selling:

- ❖ All online sales begin NOW through November 3, 2017 count toward Scout Rewards. Sign in or create an account on [sell.trails-end.com](http://sell.trails-end.com)
- ❖ It is fun and very easy!
- ❖ Less inventory! Online orders are shipped directly to the customer, so you don't have to worry about extra product to deliver.

### How does online selling work?

- ❖ Scouts create their own accounts to sell online on Trails-end.com and contact customers to make online purchases on their behalf.
- ❖ Leaders create their own accounts to view their Scout's online sales at Trails-end.com. Once you signed into your account you can view online sales by Scout





**Trails End Website is safe and secure.**

- ❖ Trails-end.com is 100% COPPA compliant (Child Online Privacy Protection Act of 1998) for Scout safety.
- ❖ Trails-end.com is 100% PCI compliant (Payment Card Industry) for consumer credit card security.

***Make sure to promote online selling at your Popcorn Kickoff and offer incentives for online sales!***

## **POPCORN BLITZ DAYS**

Are you having trouble getting sales time in front of the grocery store, competing with other units? Then hold a Popcorn Blitz Day!

A great way for your unit to generate many sales in a very short period of time is a blitz day. A blitz day is essentially when everyone in the Unit gets together to sell at the same time by selecting a nearby neighborhood and going door to door. Selling door to door is also known as Show-N-Deliver. These are both an alternative to Show-N-Sell, which is when you stand out in front of a store or other location to sell your popcorn. Sometimes it is not easy getting sales time in front of a store or you may have to obtain a Certificate of Insurance from the Council in order for your unit to sell there. This could be very discouraging to some Scouts, so offer them another way to meet their popcorn goals.

Not only are Blitz Days a great way to quickly generate sales, but they can also be great for team building as well. You could plan a contest around the number of NO's that each Scout receives and call it the NO Prize Game. At the end of the day, the Scout with the most NOs will receive a prize. This is a great way to motivate your Unit and to also keep them from getting discouraged.







## HOW TO ORDER YOUR POPCORN AND PRIZES

Popcorn and prize orders must be submitted online at [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com)

A tutorial is available at this link:

<http://www.suwanneeriver.net/Upcoming%20Activities/Popcorn>  
select the "Trails End On-Line System Instructions for Unit Leaders"

### SHOW & SELL ORDERS- DUE ONLINE by MIDNIGHT, Friday, August 25, 2017

Order Show & Sell and Show & Deliver popcorn online at [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com) . To order, click on orders in the top row on the main screen and then click on Unit Order for Show & Sell. You will then enter the amount needed by CASE. Show & Sell and Show & Deliver popcorn is ordered by **CASE ONLY**.

### TAKE ORDERS- DUE ONLINE by MIDNIGHT, Friday, November 3, 2017

Order Take Order Popcorn online at [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com) . To order click on Order in the top row on the main screen and then click on Unit Order for Take Order. You will then enter the amount needed by container. The system will automatically generate into cases and containers. Take Order popcorn can be ordered by cases and containers.

### PRIZE ORDERS – DUE ONLINE by MIDNIGHT, Sunday November 26, 2017

Order all Prizes (Including patch) online at [www.Sell.Trails-End.com](http://www.Sell.Trails-End.com) . To order click on order in the top row and then click on Scout Prize Order or Unit Prize Order. You may order prizes by each Scout or for the entire Unit. Be sure to include online sales in Scouts' totals when ordering prizes.

### POPCORN PICK-UP LOCATIONS

**ALL** popcorn for both Show & Sell and Take Order will be picked up at Tri-States Automotive, 745 West Gaines Street, Tallahassee, Florida. Pick-up Times are by appointment only from 11:00 am – 1:00 pm and 4:00 pm – 6:00 pm.

**What size car do I need to pick- up popcorn?** A general guideline....

**Midsize car** = 15 cases

**Sports Utility Vehicle** =30 cases

**Mini-Van**=50 cases (seats removed)



## POPCORN Commission Structure

We are proud of the fact that the Suwannee River Area Council has one of the HIGHEST commission rates in our region. It is simple. If your unit succeeds, the programs offered will too!

Base Commission for ALL sales	30%
Attend Council Kickoff	2%
<hr/>	
<b>ELIGIBLE COMMISSION TOTAL</b>	<b>32%</b>

**\*\*\*BONUS COMMISSION = 3% (Have an overall increase of 10% from last year's sale – does not apply to new selling units)**

### Waive Prizes:

If your unit would like commission only, **no** prizes the commission is 3%.

### Settlement

Unit accounts must be settled by November 10, 2017. Units will keep their commission and turn in the difference to the Council prior to receiving Final Take Order and Prizes. It is important to make sure that you schedule your deadline dates with Scouts and Parents **PRIOR** to the Council Deadline Dates. A single unit check should be made payable to the Suwannee River Area Council or Boy Scouts of America.

### Prizes:

Prizes will be confirmed and shipped once all accounts are paid in full with a zero balance due to Council. Use the Trails-End link <https://Scouting.trails-end.com>  
Please note, we have changed prize delivery companies this year.





**2016 Popcorn Product Line-Up**

Product	Description	Per case	Price
White Chocolatey Pretzel (Tin)	The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness	6	\$25
Chocolatey Caramel Crunch (Tin)	Sweet crunchy caramel corn in a creamy chocolatey coating	6	\$25
Caramel Corn with Nuts	A delectable gourmet caramel treat loaded with almonds, cashews and pecans	12	\$20
Popping Corn	Traditional popping corn for the stove top	6	10
White Cheddar Cheese Corn	The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite	12	\$15
Classic Caramel Corn	A traditional favorite. Our classic caramel corn is full of rich caramel flavor	12	\$10
MW Kettle Corn	Our deliciously sweet and salty Kettle Corn is better than ever	6	\$25
MW Unbelievable Butter	A customer favorite with more buttery flavor than ever before	6	\$20
MW Butter Light	Our lightest butter popcorn with new and improved flavor	6	\$20
Chocolate Lover's Collection (Tin)	White Chocolatey Pretzels, Milk Chocolatey Pretzels, Chocolatey Triple Delight, Chocolatey Caramel Crunch	1	\$60
NEW - Salted Carmel Corn (Tin)	A unique combination of sweet and caramel corn with a perfect balanced finish of sea salt	6	30
Cheese Lover's Collection (Tin)	White Cheddar Cheese Corn, White Cheddar Cheese Corn, Jalapeno Cheddar	1	\$35



<b>\$50 Military Donation</b>	<b>Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.</b>		<b>\$50</b>
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## POPCORN FOR OUR TROOPS



Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

Gold Donation

Over \$35.00 to local Scouting

**\$50**

Silver Donation

Over \$21.00 to local Scouting

**\$30**

**\*\* All Chocolate Products are available on Take Orders Only**  
**Product Notes:** All products are GMO-free, use Canola Oil, and Kosher

All units receive a **Unit Kickoff Kit!** (The ideal tool for a great Kickoff)

- Scout Collection Envelopes
- Scout Adventures Sales Tracker
- Military Donation Receipts
- Thank you Cards
- Posters
- Online Selling Cards
- Instructions plus Great Kickoff Tips!!



## Five Best Ways to Sell

We want to ensure that you sell safely and learn important life skills like goal-setting, public speaking, teamwork and much more. The five best ways to sell below will give you everything you need to sell like a pro.

1. **Take Order**- This is the most traditional way to sell; going door-to-door with the take order form. Customers choose the products he or she wishes to buy and writes the order on your form. You will collect the money when you deliver the products to your customers a few weeks later. **Advantages:** Provide a personal connection with your customers. Higher dollars per customer than storefront sales.
  - a. Walking your neighborhood with your parents and another Scout
  - b. Call on your relatives and family friends
2. **Show and Deliver** – This method is similar to Take Order, except you carry Trail’s End products with you to show to your customers as you visit them. The customer is able to select the products he or she wishes to buy from your product selection. You then hand over the product and collect the money right then and there. **Advantages:** No return trip required for product delivery and money collection.
  - a. Selling door-to-door with product in hand.
  - b. Scouts deliver the product and collect the money all on the same visit.
  - c. Customers spend more at home (\$16) vs. storefront (\$7.45)
  - d. Save time! Most productive use of a family’s valuable time
  - e. Spend more time selling and less time delivering and collecting
3. **Show and Sell** – Your Den, Pack, or Troop gets permission to sell in front of a retail store or in the local mall. Set up a well-organized display with products for people to purchase as they walk by. Have plenty of products on display for people to buy. **Advantages:** Gives access to a large number of potential customers and promotes the Boy Scouts of America in the community.
  - a. Contact location for show and sell to get permission (use your Charter Organization instead of your unit number to help the location avoid confusion over Packs and Troops)
  - b. Ensure Leaders and Scouts are in uniform with a neat and clean appearance



- c. Ability to provide a fun atmosphere for the group
  - d. Ideal opportunity to teach selling techniques
4. **Selling Online** – This is the best way to sell to your friends and family who live out of town. You can send emails to your customers asking them to purchase Trail’s End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card and Trail’s End ships the products directly to your customers. **Advantages:** No product delivery or money collection. Ability to sell popcorn year-round and reach your friends and family who live far away.
- a. Benefits include not handling any inventory or product yourself
  - b. 32% commission automatically
5. **Selling at Work** – Parents can take an order form to their work place. Co-workers write their order on the order form. Your mom and/or dad deliver products and collect the money a few weeks later. **Advantages:** Expands your customer base and offices often need snacks and gifts. Always sell with another Scout or with an adult!





# SAMPLE Unit Flyer....

tailor this flyer to fit your unit's  
commission sharing plan.



# Popcorn Time is Here

You may find yourself asking the question,  
“So, what is the BIG deal with Popcorn?”

# I'm Glad you Asked!



For every \$1.00 spent on Popcorn 70¢ goes right back to scouts.

That 70¢ is broken up even more we take a closer look.

**35¢ goes to help our District** do it's job so that we can have camps and bows and arrows and BB guns, etc.

**The other 35¢ stays right here with our Pack.**

**10¢ goes to your scout award account** so that he has help to pay for cub books, uniform, or just leave it there and let it add up for Residence Camp this Summer!!!

**The last 25¢ helps our pack pay for stuff.** This year already we have been able to help pay for t-shirts, provide food for Parent and Pal & our service project day. But we are not done – NO WAY!! – we still have the Pine Wood Derby coming up. Not to mention all those awards that these boys are so proud of. They all cost money and Popcorn is where we get it. Other things that the Popcorn pays for are: trophies, ribbons, belt loops, Paper products (plates & cups), pool party, Blue and Gold to offset costs, Ink cartridges, paper for newsletter, annual scout and leader registrations, Boys life subscriptions, and more.



# I'm Ready to do my Best! How about You?