

# Mecklenburg County Council

Mecklenburg County Council BSA

2018  
POPCORN  
Sale

LEADER'S  
GUIDE



# 2018 POPCORN SALE LEADER'S GUIDE

Mecklenburg County Council, Boy Scouts of America

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## New for 2018

- No more Butter Light Microwave and White Chocolate Pretzels.
- Base commission is at 33%.
- Base commission for online sales is 50%.
- Free delivery of popcorn for units with orders over \$15,000 (you will not be able to return 10% of product after delivery.)
- The Scouts can join the “Big Spin \$1,500” club. They come and celebrate with us and spin for over \$4,000 worth of prizes.
- The \$1,000 club Scouts will receive a \$40 Amazon Gift Card
- All Scouts selling an item online are entered in a Disneyland Trip drawing (5 total throughout the country).
- Top seller in the country wins a trip to Disneyland.
- For every 10 boys signed up and sell online a \$10 Amazon Gift Card is sent to the unit.
- The prize program for this year is with Keller Marketing. There are many levels – from level one at \$75 to level fifteen at \$10,000 – everything from a Banditz Micro Stunt Glider to a \$1000 Amazon Gift Card.
- Additional prize incentive will be the Mystery House Blitz. Find the mystery house, with the help of clues and win your unit an ice cream cake party. For more information on this, check out the Council Website – [www.mccscouting.org](http://www.mccscouting.org).
- Unit chairmen can turn in their prize order within a week of the final popcorn order. Prize orders for the prize program can be placed online along with your product order. The prizes will be shipped directly to the chairperson's house. All prizes are subject to substitution by Keller Marketing after consultation with the Council. Substitutions will be for an equal or greater value prize.
- For more information on the sale, checkout the following websites:
  - Trail's End – [scouting.trails-end.com](http://scouting.trails-end.com)
    - ◊ Popcorn System, Online Sales, Scholarships
    - \* Plus additional links to great information, tools, video training, etc.
  - Council Information – [www.mccscouting.org](http://www.mccscouting.org)
    - ◊ Information from the Council, including copies of all the paperwork for the sale.

## Sales Methods and Techniques

### 1.) Show and Sell

This sales technique involves setting up a product display in high traffic areas, such as local stores, office parks, community fairs, sports events and any other venues you can think of. **Remember you must have written permission from the manager of the location prior to setting up your product display.** The Scouts then provide their sales pitch on a passersby, asking if they would like to purchase popcorn to help Scouting. They take the payment and give the product on the spot. Show and Sell product displays are usually comprised of products that sell easily. The unit should have order forms there for the other products available in case someone wants a product that is not on location, this order becomes a take order. Many businesses will allow you to set up and sell **if they are asked.** Use your imagination and your unit connections to set up at all kinds of locations for show and sell.



### Key Dates for Show and Sell:

**9/12** - Show and sell orders received from the Units to the Council Coordinator—**CASES ONLY**. Order via order form or place your product order on the popcorn system at [www.trails-end.com](http://www.trails-end.com).

**9/28** – Show and sell product distribution begins to the units

**9/29** – Sale Starts

**11/9** – Show and Sell Product Return (10% of the quantity of your show and sell order) **UNOPENED CASES ONLY**.

**11/16** – Show and sell invoice settlement date.

### 2.) Take Order

This sales technique involves taking the “Take Order Form” to family members, neighborhoods, church, other locations and asking those in attendance to place an order for popcorn. Mom and Dad can take the form to the office as well. Money can be collected at the time of the order and the form should be filled out as completely as possible. If possible, leave a receipt for the person telling them when the popcorn will be delivered. The Popcorn Chair will then tabulate all the individual Scout orders and consolidate it into one unit order, adding the military popcorn and ordering by cases and containers. The order can be sent via email to [terrie.bailey@scouting.org](mailto:terrie.bailey@scouting.org), faxed to the Council (704) 377-4955 or entered online through the Trails End Website, [www.trails-end.com](http://www.trails-end.com). Units can also use their leftover show and sell inventory to calculate their take order. Make sure the Scout keeps a copy of the take order form so that they know where to deliver the popcorn and who has and has not paid.

#### Key dates for Take Orders

**11/21** – Take orders received from units

**12/1** – Popcorn distribution to units

**12/19 – 12/31** – Final invoice settlement dates.

### 3.) Show and Deliver

This method involves a combination of Take Order and Show and Sell methods. The Scouts will go door to door with product and take order forms in hand. They will do their sales pitch to the neighbors. If they have the product, they will complete the sale – exchange the product for the payment. However, if the person orders a popcorn product you do not have on hand, then that is a take order. Make sure the Scout keeps a copy of the take order form so that he knows where to deliver the popcorn and who has and has not paid.

### 4.) Online Sales

This final sales method utilizes email, social media and websites to sell popcorn to those that are not local. A Scout, along with their family, sets up a Scout account on [www.trails-end.com](http://www.trails-end.com). There they can customize emails to friends and family members throughout the country to encourage sales to support your Scout and their local unit and council. The customers can click on a link within the email to buy popcorn and have it shipped directly to them. They can also search on the website for the Scout or local council they would like to support. Once the Scout establishes the account for online sales, they will receive a Scout ID. For every sale under that ID, the Scout will get credit and the unit will get the commission. Remember that online sales start on August 1st. All sales will be combined with traditional sales to determine prize levels for the Scout. The unit sales commission will be paid out to the unit from the Council at the end of the sale.



## 5.) *Military Sales*

This sales method involves selling popcorn for the military; the Scout can take an order form around to neighborhoods to sell popcorn for the military. All monies collected for this popcorn is a tax deductible donation, so make sure you give the customer a receipt. You will handle no product. All products are shipped overseas and around the world to our men and women who are in the military. You can check out [supportourmilitary.org](http://supportourmilitary.org) for how much the military enjoy getting our popcorn.

## Key Players in the Sale

The key players in the sale :

**Council**

**Unit Popcorn Chairman**

**Parents**

**Scouts**

The Council (suppliers) provide the units and chairmen with the product/prizes and any other tool needed for a successful sale.

The Unit Popcorn Chairman is the liaison between the Council (suppliers) and the retailers (Scouts/Parents).

They should know:

1. How to move the popcorn
2. How to distribute the popcorn
3. How/where to store the popcorn
4. How to motivate & engage the parents
5. How to motivate & engage the Scouts
6. How to set goals for the unit/Scout

Parents play the role of coach and banker and help with setting the selling goal. They should be given as much information as possible from the very start; such as:

- Why do we (as a pack/troop) sell popcorn?
- Basic Unit Popcorn Calendar
- Popcorn FAQs
- Tips for selling

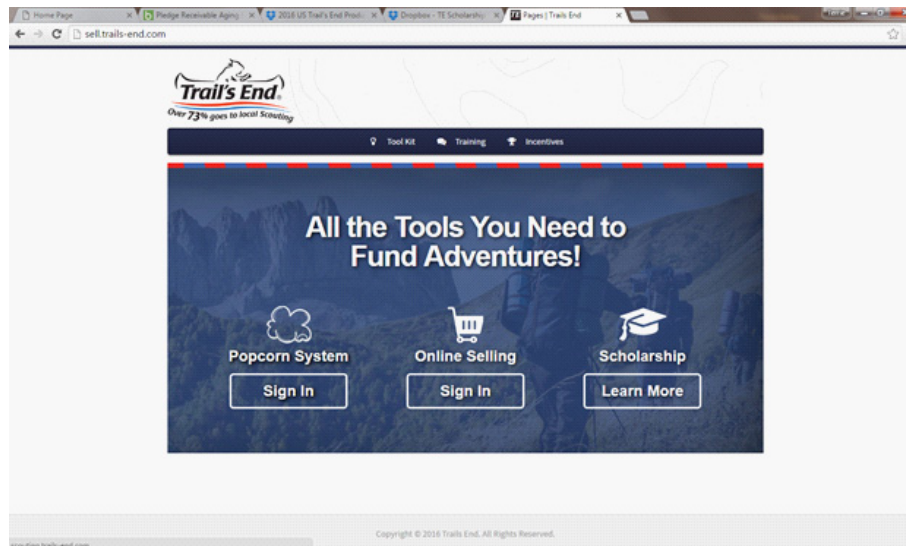
All of which are available at the end of this guide.



## SCOUTING.TRAILS-END.COM

The Popcorn Sales System makes it easy for you to manage your Trail's End Popcorn Sale using a convenient, web-based platform. Using this platform, you can:

- Order popcorn from your Council to sell and earn needed funds for your Unit
- Add Popcorn System Users to help organize your information
- Create and manage Scout lists and sales records
- Track your Unit's online sales, print packing slips and invoices



## Unit Checklist

Use the Checklist below as a guide for administrating your Unit's Popcorn Sale. For step by step instructions, refer to the Popcorn System Unit Manual available for download in the Popcorn System.

### 1. Create Unit Users (Contacts Menus)

- Add any addition unit users anytime.

### 2. Build your Scout List (Scouts Menu)

- Add your Scouts to enter Scout Take Orders and track their sales for prizes

### 3. View your Unit's Commission (Commissions Menu)

- View your unit's popcorn sale commission structure
- If enabled, select between the prize program or the cash only option

### 4. Place the Unit Popcorn Order (Unit Order Menu)

- Enter Scout orders (Scout Orders menu – Take Order Only)



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- Enter and Submit unit order for Council to approve

## 5. Place the Unit Prize Order (Side Navigation)

- Record Scouts' Show N Sell amounts in the Scout Tracking page
- Click the Unit Prize Order link in the side navigation
- Option only available if Council uses a prize program

## 6. Reports (Side Navigation)

- Print Packing Slips for unit and for Scouts
- Print Invoices for unit
- Click the Unit Prize Order link in the side navigation

## Logging in.

1. Go to [Scouting.Trails-End.com](http://Scouting.Trails-End.com) in your internet browser (Firefox and Chrome are preferred).
2. Type your Username and Password into the respective fields (if you do not have an account, please contact the Council).
3. Click the Sign in button

## Product Orders

Either the Show & Sell Order (September 12th) or the Take Order (November 21st) can be placed online via the website ([scouting.trails-end.com](http://scouting.trails-end.com)) or you can fill out the Unit Order Form. The completed form must be turned into the Council Office prior to 5:00 p.m. of the appropriate published due date(s). The Unit Order Form comes in two parts; the Council will keep the original and the unit chairman will keep the carbon copy. The Council will approve all online unit product orders prior to submitting a consolidated Council order to Trails End.

Notify the Council office when you have placed your order either online or by form. Either send in notification via email or phone **Terrie Bailey: 704-342-9343 or [terrie.bailey@scouting.org](mailto:terrie.bailey@scouting.org)**. You can email the form to **Terrie**, fax it in **(704-377-4955)**. Be sure to follow up with **Terrie** to make sure the order has been received. The popcorn product deadlines of September 12th and November 21st are critical in order to get the popcorn to your customers.



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**Figure 3**  
Unit Order  
Form



Unit Number/Type: \_\_\_\_\_  
District: \_\_\_\_\_

## Unit Order Form

- ☐ Show and Sell Order – Due 9/12/18  
☐ Take Order – Due 11/21/18  
☐ Product Return – 11/9/18

Name of Unit Representative: \_\_\_\_\_

Phone(s): \_\_\_\_\_

Please indicate whether you are ordering by CASE or CONTAINER.			
Product	Containers per Case	Indicate Case or Container	
		Case	Container
\$50 Military Product (Gold)	1		
\$30 Military Product (Silver)	1		
Chocolate Lover's Collection	1		
Cheese Lover's Collection	1		
Salted Caramel Popcorn	12		
Chocolatey Caramel Crunch	12		
Premium Caramel Corn	12		
18 Pack Kettle Corn Microwave	6		
18 Pack Unbelievable Butter Microwave	6		
White Cheddar Cheese Corn	12		
Classic Caramel Corn	12		
Total (Cases) (Containers) ordered:			

I acknowledge receipt of above popcorn. Please print/sign below.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mark one— Position: ☐ (unit rep) ☐ Council Staff/Volunteer

White copy—Council • • • Yellow copy—Unit

## Show and Sell Order

If your unit has decided to use Show & Sell as a method of selling, the information below should prove helpful:

- The order is in CASES ONLY.
- If the unit has not done show & sells before, it is advisable to be very conservative in your estimate when placing your product order.

-If your unit has done show & sells before, you can review the last two years of your unit's sales history by contacting the Council. Terrie can give you your unit totals for the past two years. Prior contact with the location(s) where you will be selling is critical!

-As popcorn sales become more and more popular, a number of units will be selling at similar locations. Duplications can be avoided if arrangements are made ahead of time.

-Units should secure **prior written approval from the manager of the location with specific times and dates.**



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-A copy of the signed written approval from the manager of the location should be with the Scouts and unit leadership of the group selling in case a conflict arises.

-NOTE: Some units are setting up their Show & Sell locations as early as January.

-Some locations require a Certificate of Insurance. Please contact Kris Aery at (704)342-9321 or email (kris.aery@scouting.org). Remember there could be as much as a week turnaround.

-It would be a nice gesture and beneficial to give the manager of the location a complimentary box of popcorn when they approve you to sell in front of their location.

-The most common way to credit the dollars sold to the Scouts who actually work the site is to divide the total dollars raised by the number of hours worked to get a per hour average/number of Scouts working the site. (Example: Troop 140 has 3 Scouts working for 3 hours each at Lowe's Food Store – they raised a total of \$1,200. Each Scout worked the 3 hours, so a per hour average is  $\$133.33 \times 3 = \$400$  credited to each Scout. This goes toward their total sales credit.)

-Locations are not limited to grocery chains; you can sell in front of video stores, bakeries, gas stations, etc. Wherever you can get written permission.

## Show and Deliver

Show & Deliver is becoming more popular and profitable for units. Below is an explanation of what Show & Deliver is and why it works so well.

### ***What is Show & Deliver?***

- NOT Show & Sell
- Selling door-to-door with order forms and product in hand
- Allows Scouts to make the sale; deliver the product and collect the money immediately—all in one visit.
- No multiple visits to the same house to complete the sale
- Scouts can gain additional sales from the same customers.

### ***How much product should the unit order?***

- Units are encourage to order 50 to 70% of the previous year's total sale
- Any remaining product can be used for Take Order Sales.
- Units have little risk of being stuck with additional inventory.

### ***How to do a Show & Deliver Blitz Day***

- Conduct a Blitz Day each week of the sale.
- Parents need to bring minivans, SUV's, truck and cars
- On average four Scouts are assigned to each parent/vehicle
- Scouts along with parents will blanket neighborhoods with two Scouts on each side of the street, stopping at each house while the parents are observing from the street.



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- Scouts should write down the name, address and phone number on their take order forms, to have the information to come back next year to the same person. Additionally if the customer wants a product the parent doesn't have in the car, this becomes a take order sale.
- The Scouts will turn in money and any unsold product back to the unit chairperson or designee at the end of the Blitz Day. (Usually there is no risk of money or inventory disappearing.)
- Always emphasize safety! Review the safety information provided in the sales materials and handbook.
- Keep in mind: packs, troops, patrols, dens or even individual families can do Show & Deliver.

### ***Take order***

- Take orders are due to the Council by November 21.
- You can order in cases and containers.
- Make copies of all the take orders forms for those Scouts who qualify for the scholarship and the Scouts that are in the running for the grand prize.
- Scouts can use the order information to know who to deliver popcorn to and who has paid, as well as customers they can contact next year.
- You can place the order online or use the unit order form. Again, notify the Council when the order is placed. Follow up with **Terrie Bailey: 704-342-9342 or [terrie.bailey@scouting.org](mailto:terrie.bailey@scouting.org)** to make sure your order has been received.
- Be sure to include your left over show and sell inventory, before calculating your take order to the council.
- Remember to schedule receiving your take order forms from your Scouts to account for the stragglers, because there will be one or two.

### ***Unit to Unit Transfers & Product Returns / Unit to Unit Transfers***

Many units will exchange excess products they've ordered with other units in their area in lieu of returning products to the Council. The Popcorn System will facilitate these transfers by allowing units to transfer product orders to another unit within the Council.

#### **GIVING UNIT**

1. On the Unit Orders tab, click the magnifying glass next to popcorn order with the inventory to transferred.
2. Click the Transfer Inventory button and select the District and Unit from the dropdowns menus of the unit that is receiving the inventory.
3. Enter the quantities (cases and containers) to be transferred.
4. Click the Submit Transfer Request to complete the form.

#### **RECEIVING UNIT**

1. The primary contact of the receiving unit should receive an email notification of the transfer request.
2. Go to the Unit Transfers tab.
3. Review the pending product transfer, if correct, click the Approve button, or the Reject button if the transfer



quantities are incorrect.

Once the receiving unit has accepted the product transfer, adjustments will be made to each unit's popcorn invoice to reflect the product transfer. Please let the Council know that you have done the transfer.

#### RETURNING UNSOLD PRODUCT TO COUNCIL

1. On the Unit Orders tab, click the magnifying glass next to the popcorn order with the inventory to be returned.
2. Click the Return Inventory to Council button.
3. Enter the quantities (cases and containers) to be returned. It must be 10% of your show and sell order
4. Click the Submit Return Request to complete the form.

Once the Council has accepted the product return, adjustments will be made to your popcorn invoice to reflect the returned product. The Council will reject the request if the return is much more than 10%.

## Online sales

- Online sales started August 1.
- All online sales count toward prizes; they will be added in with the traditional sales.
- No handling of product or money.

### ***What your customers receive***

They will receive an email from you with a link they can use to purchase popcorn. The link takes them directly to trails-end.com to purchase popcorn. They will see your name in the upper right hand corner and that they are supporting you and your unit. Once they complete the purchase, they will see how much goes back to support your unit and local council. The product is then shipped directly to them.

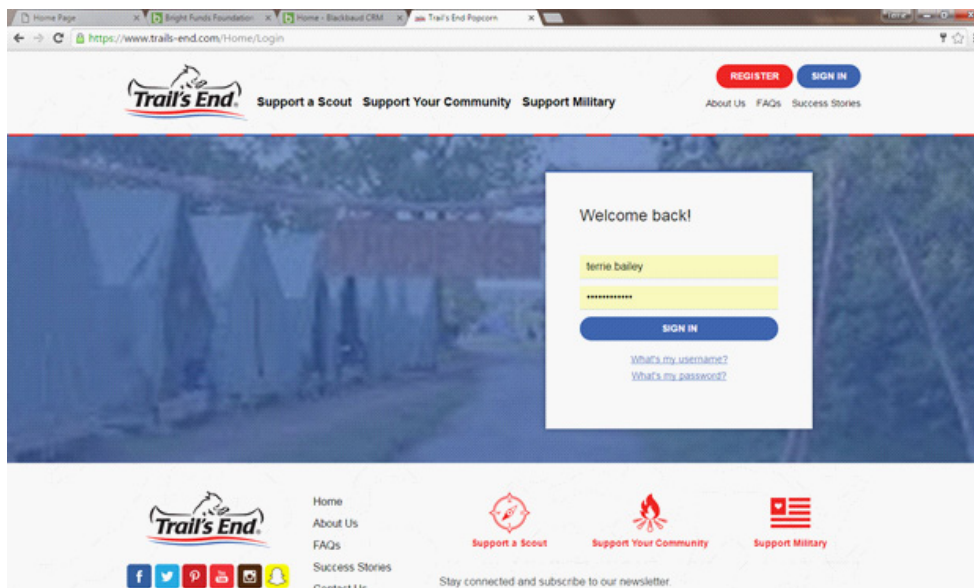
### ***Tracking your sales***

Once the product is shipped and received by the customer, you can track your sales online. Click on "Track my online sales." There you can see what you sold and to whom and see what you earned for your unit and council. You can earn rewards year around, but you start earning fall popcorn rewards on August 1st.

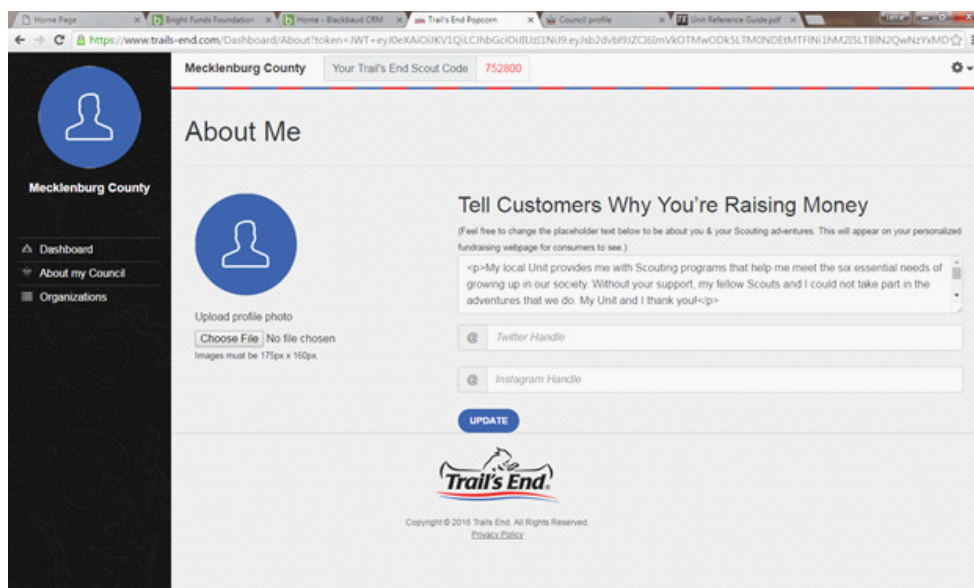


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Using your same sign in credentials as the Popcorn System, log into the Trail's End online selling platform at [www.Trails-End.com](http://www.Trails-End.com) to view Scout Sales, registered Scouts and invite Scouts to sell online. A Scout can tell their story on their "Go Fund Me" by adding pictures and videos.



## Tracking sales

- Once the product is shipped and received by the customer, you can track your unit sales online.
- There, you can see what was sold and to whom and see which Scouts sold and earned sales for your unit and council.
- Commission checks for online sales are sent to the treasurer in December.



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## Billing

Units will receive an invoice from the Council for both the Show and Sell and Take orders. The invoice will already have the commission deducted from the total amount due. (See example.) It shows both orders, what you ordered in cases and containers and the payments that have been credited to your account. The Unit Chairperson and the current unit treasurer will be sent copies of the invoices.

Unit Invoice  
Mecklenburg County  
1410 EAST SEVENTH STREET  
CHARLOTTE, NC 28204  
Tony Morton  
(704) 342-9335

Pack 70  
Tara Normand  
7217 Watsdale Ave  
Charlotte, NC 28216  
(704) 395-8078

1. Home's Nest  
Alan Kaiger  
(704) 342-0325

Item No.	Description	Cases	Cont.	Retail	Commission	Due Council
Date	Order Type					
11/05/12	Order 11/28/2012					
111137	\$50 Military Donor	0	0	\$0.00	\$0.00	\$0.00
111136	\$50 Military Donor	0	0	\$0.00	\$0.00	\$0.00
108244	Prm Mh Cloc Loozrs - Tls	0	0	\$0.00	\$0.00	\$0.00
108134	Cloc Loozrs Fr Collection - Bot	0	0	\$0.00	\$0.00	\$0.00
108232	Sweet & Salty Collection	3	0	\$100.00	(\$32.40)	\$67.60
108240	Cheese Loozrs Fr Collection	0	0	\$0.00	\$0.00	\$0.00
108236	Doritos Caramel Crunch	0	0	\$0.00	\$0.00	\$0.00
108246	White Cloc Pretzels - Tls	0	0	\$0.00	\$0.00	\$0.00
108214	18 Pack Kettle Coe	2	0	\$240.00	(\$64.80)	\$175.20
108010	18 Pack Unbeatable Butter	5	0	\$600.00	(\$162.00)	\$438.00
108012	18 Pack Butter Light	5	0	\$600.00	(\$162.00)	\$438.00
108228	Chocolatey Triple Delight	0	0	\$0.00	\$0.00	\$0.00
108222	Caramel Corn with Nuts	1	0	\$160.00	(\$43.20)	\$116.80
108242	Cheddar Cheese Corn	0	0	\$0.00	\$0.00	\$0.00
108220	Caramel Corn	0	0	\$0.00	\$0.00	\$0.00
<b>Totals</b>		<b>16</b>	<b>0</b>	<b>\$1,720.00</b>	<b>(\$464.40)</b>	<b>\$1,255.60</b>
<b>Due Council</b>						<b>\$1,255.60</b>

Item No.	Description	Cases	Cont.	Retail	Commission	Due Council
Date	Order Type					
11/05/12	Order 11/28/2012					
111137	\$50 Military Donor	4	0	\$200.00	(\$64.80)	\$135.20
111136	\$50 Military Donor	2	0	\$60.00	(\$16.20)	\$43.80
108244	Prm Mh Cloc Loozrs - Tls	0	0	\$0.00	\$0.00	\$0.00
108134	Cloc Loozrs Fr Collection - Bot	1	0	\$65.00	(\$16.80)	\$48.20
108232	Sweet & Salty Collection	1	0	\$40.00	(\$10.80)	\$29.20
108240	Cheese Loozrs Fr Collection	5	0	\$150.00	(\$40.50)	\$109.50
108236	Doritos Caramel Crunch	0	1	\$0.00	(\$8.10)	\$2.90
108246	White Cloc Pretzels - Tls	2	3	\$75.00	(\$19.20)	\$55.80
108214	18 Pack Kettle Coe	0	0	\$0.00	\$0.00	\$0.00

09/19/2013 Unit Invoice Page 1 of 2

Figure 4  
Sample Invoice

Pack 70  
1. Home's Nest

Item No.	Description	Cases	Cont.	Retail	Commission	Due Council
Date	Order Type					
11/05/12	Order 11/28/2012					
108010	18 Pack Unbeatable Butter	1	4	\$200.00	(\$54.00)	\$146.00
108012	18 Pack Butter Light	0	0	\$0.00	\$0.00	\$0.00
108228	Chocolatey Triple Delight	0	5	\$100.00	(\$27.00)	\$73.00
108222	Caramel Corn with Nuts	2	7	\$460.00	(\$124.20)	\$335.80
108242	Cheddar Cheese Corn	2	0	\$240.00	(\$64.80)	\$175.20
108220	Caramel Corn	4	3	\$510.00	(\$137.70)	\$372.30
<b>Totals</b>		<b>24</b>	<b>23</b>	<b>\$2,420.00</b>	<b>(\$653.40)</b>	<b>\$1,766.60</b>
<b>Due Council</b>						<b>\$1,766.60</b>

Grand Totals

Cases	Cont.	Retail	Commission	Due Council
40	23	\$4,140.00	(\$1,117.80)	\$3,022.20
<b>Total Due Council</b>				<b>\$3,022.20</b>

Transactions

Date	Type	Description	Amount	Balance Due
11/14/2012	Payment	Check # 734	(\$1,260.60)	\$1,761.60
12/05/2012	Credit	mistake in payment added in \$5 rec 140179	(\$5.00)	\$1,756.60
12/14/2012	Payment	Check # 741	(\$1,761.60)	(\$5.00)
12/17/2012	Debit	mistake in posting	\$10.00	\$5.00
01/25/2013	Payment	Check # 749	(\$5.00)	\$0.00
<b>Balance Due Council</b>				<b>\$0.00</b>

Make sure that the unit management provides the name, address, and email and phone number for the current unit treasurer. All bonus incentive checks will be sent to the treasurer. The incentive/online commission money can also be deposited in the unit's store account at the Scout Shop.

The unit treasurer can also have access to the unit homepage on [www.trails-end.com](http://www.trails-end.com) where the unit treasurer and popcorn chair can review and print invoices, product orders, and prize orders.

Please return one copy of the statement along with your unit check, a cashier's check or money order to the Council by the published date(s). (Show and Sell settlement date—November 16, take order settlement date—December 19-31) Deadline to receive 33% commission - Commission is reduced to 30% on January 2 2019.

**IMPORTANT NOTE: NO PERSONAL CHECKS FROM YOUR CUSTOMERS WILL BE ACCEPTED BY THE COUNCIL FOR PAYMENT OF THE UNIT POPCORN BILL.**

All personal checks should be deposited into the unit bank account and then payment for the unit popcorn bill should be a unit check, cashier's check, money order or credit card. If the unit does not yet have a bank account, then the money and checks should be deposited into the chartered organization's bank account, and have the organization issue a cashier's check or money order to pay the unit popcorn bill(s). If the chartered organization does not have an account the unit can use, please contact the Council to make other arrangements.



### ***Prize program selection instructions***

In your packet you will find the Popcorn Prize Tracking Request Form, on that list keep the names of the Scouts who sold and how much popcorn each Scout sold, along with the prize(s) they have chosen. Once all Scouts have made their prize choices, enter your prize order online with Keller Marketing Prize Program. The link will be found on the Trail's End website unit homepage.

#### **\*GOLDEN RULE FOR ORDERING PRIZES\***

*The rule for ordering prizes is for the value of the prizes NOT TO EXCEED THE POPCORN DOLLARS SOLD.*

How to place a Unit prize order online for volunteers: [sell.trails-end.com](http://sell.trails-end.com)

#### **HOW TO SELECT YOUR PRIZES**

- Sell any item and receive the Popcorn Sale Patch or Pin
- Sell \$25 or more and receive the Popcorn Sale Patch or Pin
- Sell \$115 or more and receive a Popcorn Sale Patch or Pin AND a prize from the level you achieve; or select a combination of prizes from lower levels; as long as the total prize value does not exceed the level achieved.

ALL prize orders must be into the Service Center no later than 5:00 p.m. on November 21st. Remember you can place your prize order online or use the form that was in the information packet you picked up that the September 6th Kickoff. The form can be sent via fax or email. Electronic versions of most of the forms you will be using during the sale are available online. ([www.mccscouting.org](http://www.mccscouting.org)).

Keeping a list of Scouts on the Popcorn Prize Tracking Request form along with how much popcorn each child sold and the prize(s) they picked will be a big help at the end of the sale. Turn in a copy of that form along with the other prize forms that are turned in to the Council by November 21st.

There have been many incidents of the Unit Popcorn Chair having to leave suddenly and no one else in the unit knows which Scout got what prizes.

Again if you placed your prize order online please notify the Council office so that they can go into the website and approve the prizes for shipment to the unit chairperson's house.

Popcorn Chairmen need to report all Scouts who sell \$1500 and up to the Council to make sure everyone gets invite to the BIG SPIN!.

For scholarship forms and those Scouts in contention for the grand prize, we need copies of all the take order forms and notes from the chairmen about show and sell credit. Also online sales reports will need to be sent in as well. All prize orders and scholarship forms need to be submitted to the Council by November 21st. Scouts have been known to lose the grand prizes by less than one container.

#### **HOW TO REDEEM AMAZON GIFT CARDS AT THE END OF THE SALE**

Here is a video to show you how to order the Amazon Gift Cards at the end of the sale:

<https://www.youtube.com/watch?v=XzwnD-hH5LI>

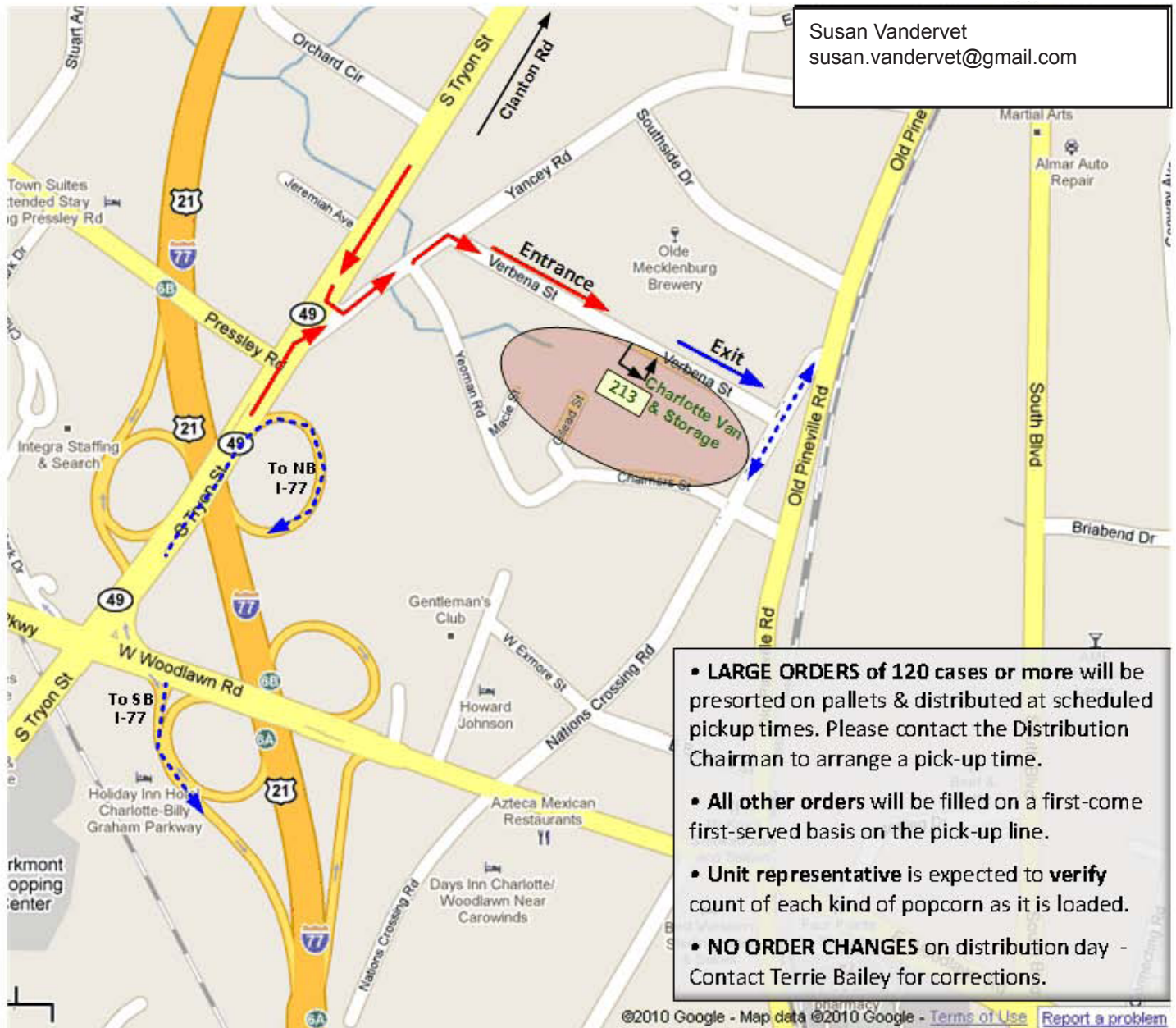
Also, below is your Champions Page showing this video and prize levels.

<https://www.trails-end.com/mcc-scout-champions>

For more information on tracking Scout sales, refer to the Unit Reference Guide on the website, pages 26-29.

# 2018 POPCORN DISTRIBUTION 213 Verbena St – Charlotte Van & Storage

Susan Vandervet  
susan.vandervet@gmail.com



- **LARGE ORDERS** of 120 cases or more will be presorted on pallets & distributed at scheduled pickup times. Please contact the Distribution Chairman to arrange a pick-up time.
- **All other orders** will be filled on a first-come first-served basis on the pick-up line.
- **Unit representative** is expected to **verify** count of each kind of popcorn as it is loaded.
- **NO ORDER CHANGES** on distribution day - Contact Terrie Bailey for corrections.

## Show & Sell Distribution

Friday, Sept. 28

All Districts: 2:00 – 4:00 P.M.

## Product Return\*

(\*Unopened cases, 10% limit)

Wednesday, Nov. 9, 12:00 – 3:00 P.M.

## Take-Order Distribution

Saturday, Dec. 1

ALL Districts: 8:00 – 11:00 A.M.

## How large a vehicle do I need to pick up my order?

20 cases - Mid-size car  
40 cases - Jeep Cherokee  
60 cases - Mini-van  
\*\* Rear seats removed\*\*



## Merit Badges

### ***Popcorn Sales Help Meet Many Scouting Objectives.***

More and more Scouting units utilize popcorn sales to raise funds for equipment, activities and other needs. Just last year, units from more than 300 councils profited by selling Trail's End products, but that's not all!

### **Scouts can earn *much* more than money!**

Few activities demonstrate to Scouts the value of planning, organizing and commitment more clearly than a unit's combined efforts in a popcorn sale. Scouts develop and practice new skills, learn about sales and marketing, and reach new levels of personal success. Scouts who participate in the sale may accomplish requirements for Achievements, Activity Badges, and Merit Badges. Because many of the activities involved in popcorn sales are similar to requirements for Scouting accomplishments, many Councils approve these activities as formally counting towards awards.

For example, some councils have designed special programs that allow a Scout to apply their work during a popcorn sale to the fulfillment of requirements for a Salesmanship Merit Badge. Ask your Popcorn Chairperson for details.



## **Appendix:**

### **Popcorn Information Templates to Give Out to Parents**



## I. WHAT IS THE ROLE OF THE PARENT?

1. Be a coach. Let the Scout do as much as they can, from setting the goal to figuring out how they want to sell. Support from a distance – Literally. Stand about fifteen feet away and let them interact with folks. This will give them confidence that they can do it by themselves.
2. Let them do the math in figuring out how much change to give back. You can be the banker, “holder of the cash”.
3. Step in as you need to and to give occasional feedback on how to improve or when to take a break. Encourage.
4. Help with mini goals, such as “okay, if you reach that goal, we’ll get ice cream on the way home.”
5. This is an opportunity for them to do new things, to develop new skills, and discover new talents. Give them the space to fail and to succeed; they will learn from both.

## II. WHY OUR PACK SELLS POPCORN

*This program can be an integral part of our Scouting program. It provides opportunities and teaches skills that are consistent with the goals of Scouting.*

1. Your Scout will learn to set goals and then decide on actions to achieve those goals. They will learn the joy in surpassing a goal.
2. They will practice approaching and talking with a wide variety of people. They will learn how to speak up and look people in the eye.
3. They will learn how to accept rejection and how to persevere until successful. They will learn how to adapt their approach to different situations.
4. They will learn that to communicate effectively they must know what they are going to say. They must learn every aspect of the products and then inform others about it. Knowledge inspires confidence.
5. They will learn how to count money and how to do math in their head and give back the correct change.
6. They will learn that you are there to support and encourage them, but the results are totally up to them.
7. They will surpass your expectations of what you think they can do.
8. They will participate in a fund raiser where 60% of sales support Scouting operations. (Yes, this reason is listed last. At its heart, it is much more than just selling popcorn. This program is about Scouting and the potential to teach the Scout life lessons.)



### III. Popcorn FAQ Sheet

1. **Why are we doing this?** To give Scouts an opportunity to set goals, gain confidence, get rewards and most of all to have fun. Also to fund Scout Activities; the Pack gets 33%, the Council gets 27% and the Scout can get 10% in prizes.
2. **How does this work?** The Popcorn Chair will give Scouts a variety of popcorn products. The Scout takes it with them and sells what they have, collecting cash and then giving the product to consumers as they buy it. If a Scout receives an order for some product they do not have, they can either ask the Popcorn Chair for it or make it a take order. The Scout will receive the product later, take it to the buyer and receive the cash for it.
3. **How should he sell?** The Scout can sell any way they want to: online to friends and family around the world; traditional – going door to door in the neighborhood; getting permission to sell in front of the local stores. (The Unit popcorn chair will usually have a sign-up sheet to sell in front of retail locations.) They can sell with the unit, the den or their family. They can talk to small business about corporate orders. Lowe's or coffee shops, ice cream shops are other options – Scouts just need to pick a place and ask. (Be sure to get permission in writing.) For the larger chains such as Harris Teeter, check with the unit Popcorn Chair. These locations are often difficult to get.
4. **How much should a Scout try to sell?** The pack will reach its goal if the average sale per Scout is \$450. (Online and Traditional sales can be combined.) The Popcorn Unit Chair should have announced the total unit sales goal.
5. **How would we get more products to sell?** The Scout can call the Popcorn Chair and make arrangements to come pick it up at their house or at the next pack meeting. Often you can turn a product that is not selling well into the Popcorn Chairman for one that is selling.
6. **How long will this take?** Depends on what the Scout wants to accomplish. Popcorn will be available for traditional sales on September 28th. If the Scout is done, they will turn in the cash and/or unsold popcorn by November 2nd (or sooner). If a Scout is determined and committed to selling everything they have and needs more time to reach their goal, they can have until November 14th.
7. **How does a Scout know how much to take with them if they are doing a show and deliver in the neighborhood or in front of a store?** If your Scout has set a goal, the Popcorn Chairperson or committee can help them with a good mix and the right amount for them to take.
8. **How does a Scout know how much to charge for the products?** They will receive a pamphlet that explains the products, their sizes and how much to charge for each one. It will also show how much money goes back to your local Scouting programs. If the Popcorn Chair gives the Scout five boxes of microwave popcorn that costs \$20 each, then the Scout is expected to turn in \$100 in cash or checks or in unsold product.
9. **Who do you give the popcorn money to when you have sold the product?** All monies should be given to the Popcorn Chairman or Unit Treasurer.
10. **Does the unit accept checks for the popcorn?** Yes, the checks from customers can be made out to the Pack # or to BSA.
11. **Do we accept donations?** Yes we do. If a Scout is successful in selling the program and not the popcorn, folks will usually make monetary donations.
12. **What is a "military sale"?** Two products in the take order form/brochure are made to send Trails End popcorn to our military personnel stationed around the world. One is the "Gold" Product at \$50 and the other is the "Silver" product at \$30. This is where Trails End will package a variety of popcorn products and place them on



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military vessels for shipment overseas. When the Scout turns in his cash/additional orders, they should mention the "military sales" to the popcorn chair. Sometimes customers cannot give the full \$30 or \$50 for the military products, so they will donate \$5, \$10 or \$15 towards the military popcorn sales. So if the Scout has \$97 for military sales, the popcorn chair can order – one \$50 military product and one \$30 military product to credit to the Scout. The Popcorn Chair can then combine the additional \$17 with another Scout's military donation to order one more \$30 or \$50 military product. Check out [supportourtroops.org](http://supportourtroops.org) for testimonials from our soldiers who have received Trails End Popcorn.

- 13. How do the prizes work?** Prizes are determined by total retail sales, online sales and traditional sales. The Popcorn Chair will determine the total amount of sales, so you want to be sure to report ALL Sales to the chairman. (Turn in the cash for the sales, turn in reports of all online sales)

You can look on the take order form for the prizes. The golden rule with prizes – the value of the prizes do not exceed the retail dollars sold. Levels can be combined. For example, if a Scout sells \$500 he can combine two prizes at the \$250 level or get one prize at the \$450 level.

- 14. How do we get the prizes?** When the Scout/Parent has turned in all cash and unsold product and is officially done selling, tell the popcorn chair what prize combination the Scout wants and they will order it from Keller Marketing.

- 15. Do Customers need to give us names and addresses as part of the Trails End Take order form?** No, but it is good to keep a list of your customers to go back to them for next years sale.

(This document can be modified to fit your unit. It can also be added to year after year and passed on to the next Chairman.)



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## IV. CALENDAR TEMPLATE

### 2018 Popcorn Sale Calendar for Pack xxxx

#### IMPORTANT DATES

Our sale will begin on \_\_\_\_\_ and end on \_\_\_\_\_.

All online sales count toward the 2018 Scout Rewards from August 1, 2018 - \_\_\_\_\_.

We will have our Unit Popcorn Kickoff:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_.

MONEY TURN IN DATE IS: \_\_\_\_\_

Popcorn Pickup Date: \_\_\_\_\_ Location: \_\_\_\_\_

Additional pickup times and locations: \_\_\_\_\_

#### GOALS:

Our unit's popcorn sales goal is \$ \_\_\_\_\_

Each Scout's sales goal is \$ \_\_\_\_\_

We plan to use the money we raise to do the following things:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Our unit's \$750 Club rewards are:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

#### HAVE QUESTIONS -----NEED MORE INFORMATION?

We can help you prepare for the sale and can answer any questions you have.

Contact:

Email:

Phone:

Contact:

Email:

Phone:

Contact:

Email:

Phone:



## V. TIPS FOR THE SCOUTS

- Be prepared. Know what you are going to say.
- For example, when approaching someone, ask, “Would you like to support Scouts? 70% of our sales go to Scouting and helps us go on camping trips and help us earn merit badges.”
- Be able to explain the different product options and prices. Know your products.
- Use signs you design or use the take order form to show folks the different products.
- Speak clearly and loud enough to be heard. Look people in the eye. Smile.
- If a customer does not want the higher priced item you suggested, suggest another lower price option.
- If a customer decides he/she doesn't want popcorn, suggest a “military sale” or a donation. Most likely they want to support us, so help find a way to do it. ALWAYS thank them, whether or not they choose to participate.
- Set a sales goal for yourself. Then also set mini goals. When you reach a mini goal, take a break (it is no fun if you are too tired). Then set another mini goal and go out and succeed again.
- If you are frustrated, ask for coaching from your parent, unit leader or another Scout. Try different ideas. Find a way that works for you.

*\*Think outside the box.*

## Be a SCOUT CHAMPION

Receive bonus Amazon.com gift cards\*  
for going above and beyond!

Sell	Earn Amazon.com Gift Card
\$1,000	\$40
\$1,500	\$50
\$2,500	\$150
\$3,500	\$250
\$5,000	\$400
\$7,500	\$650
\$10,000	\$1,000

With my Amazon.com Gift Card, I want to buy:

\*Amazon.com Gift Card will be delivered electronically to the email address of your registered Trail's End Account. A Trail's End account is required for participation. Does not include online sales. Rewards will be distributed via email at the end of the sale.

### Register and learn more at

[www.trails-end.com/mcc-scout-champions](http://www.trails-end.com/mcc-scout-champions)

## WIN A TRIP TO DISNEY®!

Register an account with Trail's End and record one online sale for your chance to win a trip for two to **Walt Disney World®** Resort.



For more information on how you could be one of the lucky winners, visit [www.trails-end.com/winatrip](http://www.trails-end.com/winatrip). See site for details and Official Rules.

### LEARN HOW TO SELL LIKE A CHAMPION

[www.trails-end.com/scout-training](http://www.trails-end.com/scout-training)

## POPCORN HELPS SCOUTS PAY FOR COLLEGE! LEARN MORE AT [www.trails-end.com/scholarship](http://www.trails-end.com/scholarship)



**\$60** Over \$35.00 to local Scouting

- CHOCOLATE LOVER'S COLLECTION**
- Milk Chocolatey Pretzels 17 oz.
  - White Chocolatey Pretzels 17 oz.
  - Pecan Clusters 7 oz.

Don't miss a gift this.



**\$35** Over \$22.00 to local Scouting

- CHEESE LOVER'S COLLECTION**
- White Cheddar Cheese Corn 5 oz.
  - Yellow Cheddar Cheese Corn 5 oz.
  - Jalapeno Cheddar Cheese 5 oz.

Don't miss a gift this.



**POPCORN FOR OUR TROOPS**

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

**\$50** Gold Donation

**\$30** Silver Donation



**\$25** Over \$18.00 to local Scouting

**SALTED CARAMEL POPCORN**  
with Sea Salt  
A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.



**\$25** Over \$18.00 to local Scouting

**CHOCOLATEY CARAMEL CRUNCH™**  
Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.



**\$20** Over \$10.00 to local Scouting

**PREMIUM CARAMEL CORN**  
with Almonds, Cashews & Pecans  
The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.



**\$25** Over \$18.00 to local Scouting

**18-Pack Microwave KETTLE CORN**  
MICROWAVE  
Deliciously sweet and salty popcorn that melts in your mouth.



**\$20** Over \$14.00 to local Scouting

**18-Pack Microwave UNBELIEVABLE BUTTER™**  
MICROWAVE  
The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.



**\$15** Over \$11.00 to local Scouting

**WHITE CHEDDAR CHEESE CORN**  
The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.



**\$10** Over \$7.00 to local Scouting

**CLASSIC CARAMEL CORN**  
11 oz.  
A traditional favorite full of rich caramel flavor.



### STAY ON TRACK FOR COLLEGE

Sell **\$2,500** of qualifying Trail's End products in any calendar year and have **6%** of your total sales count towards your own Trail's End Scholarship.

Over \$2,500 of products each year will be awarded the scholarship. You only have to hit the \$2,500 minimum one time. Online sales count!

Visit [Sell.Trails-End.com](http://Sell.Trails-End.com) for full details.

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. All Trail's End® products are Kosher Dairy. Please verify the symbol on each package to verify the validating kosher organization. \*Across the entire Trail's End® product line, an average of 73% goes to local Scouting. ©2013 Trail's End®. All rights reserved.



# 2018 FALL POPCORN SALES CALENDAR



## Mecklenburg County Council

5/1/18	2018 Sign up & Sale Promotion
5/6/18	COUNCIL "BIG SPIN PARTY"
7/11/18	POPCORN UNIVERSITY 5:30 – 7:00
8/16/18	POPCORN UNIVERSITY 5:30 – 7:00
8/1/18	Online Sales Start
9/5/18	All units signed up for sale
9/5/18	Council Popcorn KICK-OFF (SALES MATERIALS DISTRIBUTION AND COOK-OUT)
9/12-9/24	Units hold kickoff meeting with boys, parents and leaders to explain popcorn program incentives and deadline dates.
9/19/18	POPCORN UNIVERSITY 5:30 – 7:00 (SUPPLEMENTAL MAKE UP DATE)
9/12/18	Show and Sell orders received from units
9/29/17	Show & Sell Product distribution to units (12:00 pm – 4:00 pm)
9/19/18	Order due to Trails End (COUNCIL DATE ONLY)
9/20/18	Request due for On Site delivery (\$20,000 and up units)
9/28/18	Show & Sell Product distribution to units (12:00 pm – 4:00 pm)
9/29/18	SALE BEGINS IF YOU RUN OUT OF PRODUCT FOR SHOW AND SELL
10/10/18	Additional popcorn pickup (TBA) (Quantities may be limited)
10/17/18	Additional popcorn pickup (TBA) (Quantities may be limited)
10/20/18	Mystery Houses Contest Begins
11/9/18	Show & Sell Product Returns (10% max) 12-3 pm
11/21/18	FINAL ORDERS DUE FROM UNITS. Prize Request deadline for units (ALL Prize Forms, including Grand prize sheets)
11/16/18	Popcorn Show & Sell Settlement
11/21/18	Final order due to Trails End (COUNCIL DATE ONLY)
11/30/18	Warehouse delivery date for Council ) (COUNCIL DATE ONLY)
12/1/18	Take Order Popcorn Distribution to units (8:00 am – 11:00am)
12/19-12/31	Take order settlement dates
12/31/18	DEADLINE TO RECEIVE 33% COMMISSION-COMMISSION IS REDUCED TO 30% ON JANUARY 2, 2019

# 2018 FALL POPCORN SALE HIGHLIGHTS

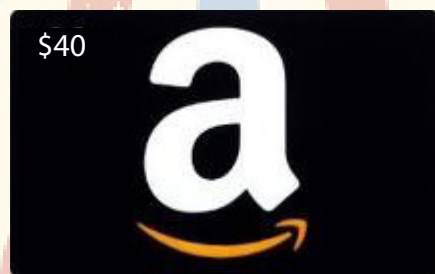


Base Commission 33%  
Online Commission 50%

Free delivery of popcorn for units  
with orders over \$15,000  
no 10% product return when delivered

Join the Big Spin \$1500 Club  
come celebrate with us and spin for  
\$4,000 worth of prizes!

Sell \$1000 and Receive \$40 Amazon Gift Card



# Mecklenburg County Council



## LEADER'S GUIDE



**Mecklenburg County Council  
Boy Scouts of America**

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