

# COLONIAL VIRGINIA COUNCIL 2023 FALL PRODUCT SALE GUIDE



## 2023 IMPORTANT DATES

Date	Event
July 11	Kickoff: 6:30 – 7:30 PM Larry Willis Scout House; 14 Community Dr (Windsor)
July 12	Kickoff: 6:30 - 7:30 PM Hidenwood Presbyterian; 414 Hiden Blvd (Newport News)
<b>July 28</b>	<b>Initial Unit Product Orders Due (no chocolate)</b>
August 17	Pick Up #1A 4 - 6 PM 1700 West Pembroke Ave, Hampton
August 18	Pick Up #1B 4 - 6 PM 1700 West Pembroke Ave, Hampton
September 4	<b>Chocolate Product Orders Due (additional product can be ordered)</b>
September 21	Chocolate Distribution Day 4 - 6 PM 1700 West Pembroke Ave, Hampton
<b>October 27</b>	<b>Final Product Orders Due</b>
November 9	Final Distribution Day 4 - 6 PM 1700 West Pembroke Ave, Hampton
<b>November 15</b>	<b>Individual Scout Rewards Due</b>
<b>November 22</b>	<b>Final Payment Due for full 31% Base Commission</b>

## Important Notes for 2023

- TRAIL'S END POPCORN SYSTEM CAN BE FOUND AT [trails-end.com](http://trails-end.com)  
**USE CHROME OR FIREFOX FOR THE BEST EXPERIENCE**
- ALL UNIT PEANUT ORDERS WILL BE MADE USING THE PEANUT EXCEL ORDER FORM
- **DO NOT USE** THE TRAIL'S END POPCORN SYSTEM FOR UNIT COMMISSIONS, UNIT PAYMENT AMOUNT, OR COUNCIL PRIZE ORDER
  - AMOUNT TO BE PAID WILL BE COMMUNICATED TO YOUR UNIT BY YOUR DISTRICT PROFESSIONAL AND PRIZE ORDER FORMS WILL BE SUBMITTED TO YOUR DISTRICT PROFESSIONAL
- ONLINE POPCORN & PEANUT UNIT SALES COMMISSION IS 30%.
- ONLINE POPCORN & PEANUT SALES COMMISSION (30% OF ONLINE SALES) IS DEDUCTED FROM THE UNIT'S BALANCE OWED TO THE COUNCIL ON THE FALL TRADITIONAL SALE VIA/ON THE UNIT COMMISSION WORKSHEET
- DO NOT USE 3<sup>RD</sup> PARTY DOCUMENT SHARE SITES TO SUBMIT YOUR REFILL AND PEANUT ORDERS

# 2023 Product Line Up

ITEM	CONTAINER:CASE	Container Cost
<b>WHITLEYS</b>		
4 Pack Gift Tower 21.75oz Includes: Honey Cinnamon Almonds, Salted Peanuts, Salted Jumbo Cashews, Pistachios	<b>9:1</b>	<b>\$55</b>
Whit's Mix 18oz	<b>12:1</b>	<b>\$35</b>
Honey Roasted VA Peanuts 20oz	<b>12:1</b>	<b>\$30</b>
Honey Cinnamon Almonds 13oz	<b>12:1</b>	<b>\$28</b>
Salted Jumbo Cashews 12oz	<b>12:1</b>	<b>\$28</b>
Dark Chocolatey Almond Clusters 10oz	<b>12:1</b>	<b>\$25</b>
Salted VA Peanuts 20oz	<b>12:1</b>	<b>\$25</b>
Dark Chocolatey Peanut Clusters 10oz	<b>12:1</b>	<b>\$20</b>
Milk Chocolatey Peanut Clusters 10oz	<b>12:1</b>	<b>\$20</b>
Honey Roasted VA Peanuts 12oz	<b>12:1</b>	<b>\$19</b>
Homemade Peanut Brittle 10oz	<b>12:1</b>	<b>\$19</b>
Salted VA Peanuts 12oz	<b>12:1</b>	<b>\$18</b>
<b>TRAILS END</b>		
28PK Sea Salt Popcorn	<b>1:1</b>	<b>\$50</b>
Chocolatey Pretzels	<b>12:1</b>	<b>\$30</b>
Unbelievable Butter Microwave Popcorn	<b>6:1</b>	<b>\$25</b>
S'mores Popcorn	<b>12:1</b>	<b>\$25</b>
Salted Caramel Popcorn	<b>12:1</b>	<b>\$25</b>
White Cheddar Popcorn	<b>12:1</b>	<b>\$20</b>
Sweet & Salty Kettle	<b>12:1</b>	<b>\$15</b>

**Chocolate Products:**

Trail's End Milk Chocolate Pretzels; and Whitley's Homemade Peanut Brittle, Milk and Dark Chocolate Peanut Clusters, and Dark Chocolate Almond Clusters will not be shipped by the vendor until after September 19, 2023 to prevent melting in transit and storage.

**S'mores Popcorn Ordering:**

Trail's End has limited S'mores product to be up to 10% of a unit's mix of product when ordering or 1 case, whichever is larger.

## Product Ordering/Usage Notes

- Popcorn Orders for the 3 main delivery dates are submitted through the Trails End Online system (Contact your District Professional if you need an account set-up)
- Peanut Orders are submitted via the excel sheet through email to your District Professional
- Weekly Reorders are submitted by the excel order forms emailed to your District Professional. Weekly Orders are due by the end of the day Monday each week for pick up on the same Friday.
- July 28<sup>th</sup> Order – Only ordered in FULL CASES, No Chocolate Products
- Sept 4<sup>th</sup> Order – Only ordered in FULL CASES
- Oct 27<sup>th</sup> Order – Ordered in Full Cases or Individual Containers
- All weekly orders are ordered in Full Cases
- **NO PRODUCT RETURNS ARE ACCEPTED**

## Distribution Procedures

Main Distribution Days  
Weekly Re-Orders

Warehouse; 1700 Pembroke Ave, Hampton  
Council Office; 11834 Canon Blvd Suite L, Newport News

For Main Distribution Days units will pick a time from the sign-up genius which will be sent the Friday before Distribution

## District Contacts

Historic Triangle

Zachary Oman  
[Zachary.oman@scouting.org](mailto:Zachary.oman@scouting.org); 757-439-2829

Monitor Merrimac

Joshua Jones St. Clair  
[Joshua.jonesstclair@scouting.org](mailto:Joshua.jonesstclair@scouting.org); 260-704-8211

Old Dominion

Brian Rabidou  
[Brian.rabidou@scouting.org](mailto:Brian.rabidou@scouting.org); 757-604-3664

# INDIVIDUAL SCOUT REWARDS

provided by Colonial Virginia Council

<u>Reward</u>	<u>Sales Needed</u>
2023 Product Sale Patch	1 item
\$6 Gift Card-----	\$200-\$299
\$10 Gift Card-----	\$300-\$399
\$15 Gift Card-----	\$400-\$499
\$20 Gift Card-----	\$500-\$699
\$30 Gift Card-----	\$700-\$899
\$40 Gift Card-----	\$900-\$1,099
\$53 Gift Card-----	\$1,100-\$1,399
\$75 Gift Card-----	\$1,400-\$1,699
\$100 Gift Card-----	\$1,700-\$1,999
\$119 Gift Card-----	\$2,000-\$2,399
\$143 Gift Card-----	\$2,400-\$2,799
\$181 Gift Card-----	\$2,800-\$3,199
\$207 Gift Card-----	\$3,200-\$3,699
\$239 Gift Card-----	\$3,700-\$4,199
\$272 Gift Card-----	\$4,200-\$4,699
Gift Card equal to 6% of sale-----	>\$4,700

**Note:** Gift card rewards are determined by final total sales from August 1- October 31. Gift card level is determined by final sales and are **NOT** cumulative.

- Example: Scout sales total (including online) equals \$2,100. Scout earns prize from the \$2,000 - \$2,399 level (\$119 gift card).

**Individual Scout Rewards must be ordered by November 15. Forms are to be sent to your District Professional. Units submitting after November 15 will pay a \$25 late fee to order prizes. No prize orders will be accepted after December 31.**

# Additional Local Scout Incentives

Provided by Colonial Virginia Council

**Fill-a-Form Incentive:** Scouts that fill a Take Order Form are qualified to receive an additional \$25 gift card provided by the Colonial Virginia Council. Copies of forms should be submitted with Prize Order. ONLY Door to Door Sales, including Show and Deliver Orders are included in this incentive, only one Scout will qualify per form. **SHOW AND SELL ORDERS TAKEN IN FRONT OF A BUSINESS DO NOT QUALIFY AND SHOULD NOT BE INCLUDED ON A SCOUT'S TAKE ORDER FORM.**

**\$1,000 Club:** Scouts that sell a total of \$1,000 in the 2023 Product Sale will qualify. Scouts will be recognized with a 2023 \$1,000 Seller's Club special recognition item. **Scouts can use all sales methods of Door to Door Take Order Sales, Show and Deliver Sales, Show and Sell Sales Credits, and Online Sales Orders. Scouts cannot combine sales with each other to earn the \$1,000 Club Prize.**

**\$2,300 BUSCH PASS:** Scouts that sell a total of \$2,300 in the 2023 Product Sale will receive a ticket to Busch Gardens Christmas Town Fun Card for unlimited visits (excluding parking) until January 7, 2024

A Scout is Trustworthy, please use the Prize Order Excel that will be emailed to Unit Product Champions to submit Prize Orders.

**Incentives must be ordered by November 15**

**Prizes may only be picked up by units once their unit invoice has been paid in full**

# Unit Commission & Payments

## Unit Commission Structure

- Base Commission for the 2023 Product (Peanuts & Popcorn) Sale will be **31%**
- 7% Unit Super Sales Performance Award for meeting your 2023 Unit Goal. This number will be given to you at the Product Kickoff. This goal is a stretch goal and as such will not be achieved by all units, it is not recommended that units budget based on receiving this reward. Unit goals are calculated by multiplying the unit's membership by \$400 per Scout.
- 4% New Selling Unit Performance Bonus for units new to selling in the Fall Product Sale. This number will be given to you at the Popcorn Kickoff. This goal is an incentive for new selling units that are learning the Council Product Sale Process by achieving this moderate sales goal. This goal is calculated by multiplying the unit's membership by \$200 per Scout.

## Payments

Payments for popcorn and peanuts will be accepted once final invoices are made available. Units must deposit customer checks and cash into their unit's bank account and then write checks payable to the **Colonial Virginia Council** when they make their payments.

(Checks written to Packs & Troops cannot be accepted by the council)

## **Payment & Commission Structure**

-Units will pay the net invoice amount of their popcorn/peanuts and keep all commissions throughout the sale.

-Units will be contacted with their amount due to the council for payment. Our council does not use the Trail's End Popcorn System to calculate Unit Commissions or Unit Payment Amounts.

-Unit Commission is determined by the date the unit makes its final payment and closes its payable balance to the council.

Final payments for FULL 31% Base Commission are due in full by **Wednesday, November 22, 2023**.

**Final Unit Payments made after November 22 will result in base commission being reduced by 5% (base commission decrease from 31% to 26%).**

**Final Unit Payments made after December 2 will result in base commission being reduced by 10% (base commission decrease from 31% to 21%).**

**Final Unit Payments made after December 9 will result in base commission being reduced by 20% (base commission decrease from 31% to 11%).**

# Sale Methods and Techniques

Successful units incorporate a combination of all these techniques into their sales plan.

## Take Orders

This sales technique involves taking the “Take Order Form” to family members, neighbors, churches and other locations and asking those in attendance to place an order for popcorn and peanuts. Money can be collected at the time of the order being taken or at the time of delivery per the unit’s decision. The “Take Order Form” is filled out as completely as possible. The unit then collects all individual Scout orders, calculates its unit order and places the order to be picked up at the warehouse. Once picked up, the Scout then delivers the product to the person who placed the order.

## Show and Deliver

This sales technique is a combination of the Show and Sell and Take Order methods. The Scout takes the person’s order, as in the Take Order Method, and then immediately delivers the product to the customer and collects payment, all in one visit.

## Online Sales

This sales technique utilizes e-mail, social media and websites to sell to those that are not local.

Trails End: Utilize the Trails End App found at

Apple Store: <https://apps.apple.com/us/app/trails-end/id1421483087>

Google Play: [https://play.google.com/store/apps/details?id=com.trailsend.scout&hl=en\\_US](https://play.google.com/store/apps/details?id=com.trailsend.scout&hl=en_US)

Whitley’s Peanuts: [www.whitleysfundraising.com](http://www.whitleysfundraising.com)

## Show and Sell

This sales technique involves setting up a product display in high traffic areas. The Scouts then ask those who pass through the area if they would like to support local Scouting by purchasing peanuts or popcorn. Payment is collected in exchange for the product on the spot.

## Military/Hometown Hero Donations

Units can set a collection canister labeled “Treats for Troops/Hometown Heroes”. At the end of the sale, a total of all “Treats for Troops” funds is taken in order to make Military Donation items orders. **These donations are given to our local Hampton Veterans Affairs Hospital.**

For example, if during the sale, a total of \$280 is collected in “Treats for Troops”, that would be 5 \$50 Military Donation items and 1 \$30 Military Donation item that is ordered with the council on the final order due October 27.

It is the council’s responsibility and duty to inform units and Scout leaders of National BSA Policies and to do what is possible to ensure compliance with those policies. To that end, we must remind units that Scout units are not allowed to solicit donations from persons or businesses. Related to the popcorn/peanut sale, if a unit has at their Show and Sell site a collection bucket for “Donations” or “Tips”, they are in fact non-verbally soliciting donations, in violation of National BSA Policy.



## Tips for Selling More Popcorn & Peanuts

- Set a sales goal for your unit and a per Scout sales target and communicate this to all.
- Use a combination of Online Sales, Show-n-Sell, Show-n-Deliver and Take Orders to maximize sales opportunities.
- Set up a system to be able to accept credit card payments.
- Encourage Scouts to sell by creating and managing “Scout Accounts” within your unit.
- Have an exciting and informative Unit Kickoff for your Scouts and parents.
- Offer incentives within your unit to create competition between patrols or dens or Scouts.
- Wear your uniform.
- Smile.
- Tell customers why you are selling popcorn and peanuts.
- You’re not selling popcorn/peanuts, you’re selling **Support of Local Scouting!!!**
- Know the products.
- Say “Thank You” even if the customer does not make a purchase.
- Promote popcorn and peanuts at every opportunity both within the unit and outside of the unit.
- “Take Order Forms” from previous years are great places to start when taking orders for 2023.

# **Safety is of the utmost importance!**

**ALWAYS** sell with another Scout or with an adult.

**NEVER** enter anyone's home.

**NEVER** sell after dark unless you're with an adult.

**DON'T** carry large amounts of cash.

**ALWAYS** walk on the sidewalk and driveway.