

2008 Popcorn Sales Guide America's Popcorn Sale



COLONIAL VIRGINIA COUNCIL
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Why sell popcorn? Each scout across the US needs not only to learn to pay their own way, but “to help others at all times.” Our America’s Popcorn Sale this year will benefit more than just our local Scout units, Council, but we will continue to support our Armed Service by sending them a little taste of American Scouting while they serve our country.

Adrian Hackett
Bayport Scout Reservation Director

What’s new for 2008...

- Trails End Trail Mix – 20oz of peanuts, cranberries, raisins, M&M’s almonds and cashews
- Continuing an option to support military troops by having popcorn shipped to those serving our country overseas and here at home
- 0 grams of trans fat in all products, no added flavoring, good fiber source
- Great new tins with more scouting on every tin and box!
- New prizes at every level

Critical changes for 2008...

- Pre-order your units Popcorn
- Online final order and prize ordering
- Shorten Popcorn Sale
- Only return 50% of Show and Sell popcorn

Rechartering – All units are due to recharter in December and many depend upon popcorn money to pay for rechartering. All units that place their orders and make payment in full on November 7 will have their commission check in time to complete their recharter paperwork by December 5.

Collecting the Money – Because money is due when your final order is placed on November 7, it is strongly suggested that scouts be encouraged to collect money at the time of sale.



**Gourmet
Chocolate
Lovers Tin**

All New
"Northern
Lights"
Tin

**5-Way Chocolate
Lover's Tin**
(Popcorn, Pretzels and
Peanut Clusters)
\$50



**Trail's End
Microwave Popcorn**

ALL
NEW
"Scouting
Stories"

**15 Pack Kettle Corn
Microwave**
\$18



**ALL NEW
Trail's End Mix**

"Postcards
From Camp"
Tin

20oz Trail Mix
\$20.00



**Sweet &
Savory
3 Way Tin**

All New
"Skaters
In Central
Park"
Tin

**Savory & Sweet
3-Way Tin**
(Chocolate, Caramel
and Cheddar)
\$40



**Trail's End
Microwave Popcorn**

ALL
NEW
"Scouting
Stories"

**15 Pack
"Unbelievable Butter"
Light Microwave**
Both - **\$13 each**



**Chocolatey
Caramel
Crunch**

All New
"Fall Leaves"
Tin

**24oz Chocolatey
Caramel Crunch**
\$16



**Gourmet
Cheese Lovers
Tin**

All New
"American
Flags"
Tin

**Cheese Lover's
Delight**
\$30



**Caramel Corn
Light**

ALL NEW
"Scouting Traditions"
100 Year
Anniversary
Tin

Caramel Corn Light
\$16



**Gourmet
Caramel Corn**

ALL NEW
"Scouting Activities"
100 Year
Anniversary
Tin

**26oz Gourmet
Caramel Crunch**
(w/Almonds and
Pecans)
\$16



Military Support \$25



**Gourmet
Caramel Corn
with Peanuts**

ALL NEW
"America's
Popcorn Sale"
Tin

**11oz Gourmet
Caramel Corn**
(w/Peanuts)
\$8



Important Popcorn Sale Dates

The dates listed below have been established by the Colonial Virginia Council in cooperation with Trail's End Gourmet Popcorn. Each unit should therefore establish its own sales schedule based upon these dates.

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|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| August | District Kickoffs...The fun and excitement begins!!! |
| August 4-7 | Place on line Order |
| August 16 | Show-n-Sell and Show-n-Deliver popcorn available for distribution at Nansemond Cold Storage (Suffolk) and a location to be determined on the Peninsula. Contact Matt Trangenstein (757-595-3356) to arrange for pick-up at Nansemond Cold Storage. Please give Matt at least 24 hours notice. Units on the Peninsula can pick up their popcorn every Friday, 4:00 PM – 6:00 PM. All popcorn must be returned to the warehouse on the Peninsula. Call the Council Service Center to find out the warehouse location. |
| October 11 | Chocolate products are available. Due to the heat, Trail's End does not ship chocolate products before this time. |
| October 25 | Final Friday that popcorn is available for pick up by units for Show-n-Sell and Show-n-Deliver. |
| October 31st | Final date that full cases of outstanding popcorn may be returned to the warehouse. After this date, it is understood that units accept ownership and responsibility for the payments of all remaining popcorn in their possession. <u>No exceptions will be made.</u> |
| November 3-6 | Final unit orders, prize orders and payments due to the Colonial Virginia Council Service Center. Additional popcorn <u>cannot</u> be ordered after this date. |
| November 14 | Popcorn delivered to district delivery sites. |
| November 14 | Colonial Trail popcorn distributed at Saunders Supply (Chuckatuck), 4:00-7:00 PM |
| November 15 | James River, Chesapeake Bay, Heritage, First Colony and Siouan Rivers popcorn available for distribution at district delivery sites. |
| December 8 | Units have received commission checks. This cannot be guaranteed unless all money is received by the Colonial Virginia Council by November 6. Also, commissions may be reduced on money turned in after November 6. |



Ideal Year of Scouting

Follow these 6 steps for a successful Popcorn Sale!

1. Establish an annual Calendar and Budget with input from your Scouts and Parents.
2. Set a Unit Popcorn Sale goal and a per scout sales goal based on the budget set.
3. Conduct a Unit Popcorn Kickoff to communicate the Program and Per Scout Popcorn Sale Goal to the Scout families. (see attached agenda)
4. Sell in the neighborhoods using the following methods:
 - Show-n-Sell (Booths set up in front of stores)
 - Show-n-Deliver (Take order but deliver the product then)
 - Take Order (Orders placed on the order form)Practice role-playing with the boys on safety concerns, proper selling techniques and the script to be used at the door.
5. Have prizes/incentives on hand for the Scouts to earn.
Try the following ideas:
 - Give a gift certificate to the 1st week top seller
 - All Scouts who reach their sales goal get to throw pies in the leaders' faces
 - A pizza party for the top selling den/patrol
 - Have a prize drawing for all the boys 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
 - Give away a video game to your top seller
6. Have FUN and ensure the boys and parents have fun selling popcorn!!!



Unit Popcorn Kickoff

Follow these 5 steps for a successful Kickoff!

1. Preview this year's Scouting program and explain to the families how the entire program can be funded with one fundraiser, the Trail's End Popcorn Sale. Hand out the Parent Popcorn Fact Sheet to each family.
2. Communicate the Per Scout Popcorn Sales Goals, have the boys write their goals on the Take Order Forms. Explain the sales methods to be used for reaching the sales goals, and have the families write in the dates for the blitz days.
3. Show the Youth Video on the Popcorn Sale Tool Kit DVD to you Scouts.
4. Have actual prizes on display to show the Scouts what they can earn for selling popcorn. Review the Trail's End Prize program including the scholarship program and gift cards from Trail's End in addition to other prizes they can earn at each level.
Award prizes to the:
 - i. Top Seller
 - ii. Top Selling Den/Patrol
 - iii. Scouts who reach their Sales Goal
5. Do a skit or fun activity to get the boys trained and excited about the sale and to teach them about safety when selling.

Commissions

Structure – Your unit will receive a commission based upon the following schedule:

30%.....	Sales between \$1 and \$3499
32%.....	Sales between \$3500 and \$5999
34%.....	Sales between \$6000 and \$7999
36%.....	Sales between \$8000 and \$9999
38%.....	Sales over \$10,000

Show-n-Sell Commissions – Units participating in Show-n-Sell will receive the base commission of 30%. Appropriate commission adjustments will be made after all final orders and money are turned in on November 7.

Payment – All payments are due in full by November 7, 2008. **Please do your best to pay with a single check**, preferably drawn from your unit's or chartered partner's bank account.

Delivery of Commission Checks – Every effort will be made to mail your unit's commission check within two weeks of the receipt of any payments made by your unit, including money turned in during the August 16 – November 7 Show-n-Sell/Show-n-Deliver period.

Penalties – Commissions over 30% will not be paid on money turned in after November 7. Commissions will be reduced by 5% for each week the money is not turned in.

Special Notes

Rechartering – All units are due to recharter in December and many depend upon popcorn money to pay for rechartering. All units that place their orders and make payment in full on November 7 will have their commission check in time to complete their recharter paperwork by December 5.

Collecting the Money – Because money is due when your final order is placed on November 7, it is strongly suggested that scouts be encouraged to collect money at the time of sale.



2008 Colonial Virginia Council Popcorn Prize Program



Council Popcorn King will receive a Playstation 3 Video Game System and trophy.

Top District Sellers will receive a Stereo System and trophy.

Top Selling Troop will win a COPE/Climbing Weekend at Bayport Scout Reservation.

See the prize form attached to the take order form for more details about the items listed below.

\$2300 Sellers will receive a college scholarship **and** a \$50 gift card **and** a patch **and** your choice of a Razor Electric Scooter, Nintendo DS Lite Game System, Olympus 7.1 MP digital camera or a \$140 gift card.

\$2000 Sellers will receive a \$50 gift card **and** a patch **and** your choice of a Garmin E Trex H Portable GPS Unit, GPX 7 Portable DVD Player, Apple Ipod Shuffle or a \$100 gift card.

\$1700 Sellers will receive a \$50 gift card **and** a patch **and** your choice of a Coleman 10x10 sundome tent, Phillips DVD Player, Sevylor three person boat kit or a \$65 gift card.

\$1400 Sellers will receive a \$50 gift card **and** a patch **and** your choice of a Coleman Mummy Style 0 degree sleeping bag, Bear Archery Brave Bow Set, Motorola 14 mile GMRS Radio Pair Rechargeable or a \$45 gift card.

\$1100 Sellers will receive a patch **and** your choice of Razor USA Blue Scooter, Wenzel 7x7 Nova Sport Dome tent, Supersonic 512mb MP3 player or a \$30 gift card.

\$750 Sellers will receive a patch **and** your choice of a Night Vision Goggles, Lego Lobster Strike, Tasco 50x50mm telescope/900x microscope combination or a \$22 gift card.

\$550 Sellers will receive a patch **and** your choice of a Survival Kit, Lego Exo-Force, Pure Fishing/Johnson Rod & Reel Combo or a \$13 gift card.

\$450 Sellers will receive a patch **and** your choice of a Lego Creator, Coleman 2AA Headlight, Coleman 4AA inch mini camp lantern, or Trailworth Campers Survival Set.

\$300 Sellers will receive a patch **and** your choice of a 10 Function Outdoor pocket knife, Outdoor Kit: Multi-tool/pouch/compass, Multi Game Set: Handheld Game/Watch/FM Scan Radio, or Trailworthy 5x30 Sports Binoculars with case

\$150 Sellers will receive a patch **and** your choice of a Master Jack Knife, Pen with pocket knife and mini scissors, Water gun with tank, or a Colman Compass.

All Sellers will receive a patch.

“Fill It Up” Patch and Certificate – This Trail’s End program requires unit leaders or “kernels” to validate each scout’s order form and mail it directly to Trail’s End. Please see the bottom of your take order form for instructions. Remember to keep original order forms for your records.

Picture This - Submit your picture with Trails End Popcorn and you could win a Nintendo DS Lite and be Featured on a 2009 Trails End tin! See order form for more info.

Notes about prizes – 1. Prizes earned are based on individual sales. NO combining of sales with other Scouts. 2. Each Scout may select one prize from the sales level reached or from a lower level, plus a patch or pin. 3. Turn in your prize order when you turn in your popcorn order. All orders and additions must be submitted through the Council. 4. Prizes will be sent to your Unit Leader. The Trail's End \$1,500 winner's prize will be sent to your Scout's home. 5. Prizes are subject to demand and availability. If the prize is no longer available, Trail's End reserves the right to substitute a prize or gift card of equal or greater value. 6. The \$1,500 sales prize is a reward from Trail's End in addition to the other prize the Scout earns. It does not count against the dollars needed for a prize. 7. Sell \$2,500 or more and also qualify for the Trail's End Scholarship Program. 8. Scouts need Whittling-Chip or Totin Chip and parent's permission to choose a knife. 9. Scouts must have parent's permission to choose the bow and arrow prize.

Roles of the Unit Popcorn “Kernel”

1. Work with your unit committee to promote and implement the Trail's End “Ideal Year of Scouting” program
2. Attend your district's kickoff party.
3. Promote popcorn sales with all scouts, leaders and parents.
4. Collect order forms and tabulate your unit's popcorn order.
5. Collect money from scouts and turn in money and prize forms to Colonial Virginia Council.
6. Responsibility for picking up the popcorn at your district's popcorn distribution site.

Scout Accounts

One way to encourage sales amongst the scouts in your unit is to create individual “scout accounts”. The Scout Account is when your unit's treasurer sets aside money in your unit checking account for each Scout that sold popcorn. The Scout can then use that amount of money throughout the year to pay for summer camp, registration, Boys' Life or any other Scouting activities. This method involves more record-keeping for your treasurer but it has been proven successful at increasing sales.

Online Ordering

Family and friends who live outside of our council area will be able to order popcorn online and have popcorn shipped directly to them. You will need to have your unit kernel set up accounts on www.orderpopcorn.com and then direct the customers to this site. Those placing orders will need to know the Scouts name and unit number. We recommend that this method only be used as a last resort to customers who live outside of the council territory since your unit's commission will only be 30% (no matter the total of other sales) and prizes are not available.

Publicity

Since the sale of Trail's End Gourmet Popcorn is still a relatively young American tradition, we need to do our best to make sure that we let our community know the importance of supporting our popcorn sales.

The following publicity methods have proven to be helpful all across the country:

- Newspaper articles and ads
- Radio testimonies
- Television stories and public service announcements
- Posters at your Chartering Partner/meeting place
- Civic club visits
- Church bulletins
- Posters in grocery stores
- Inner-office e-mails

Please talk to a member of your district popcorn sale leadership team or your district executive before contacting these media sources.

Forms

Unit Commitment Form - Due August 15, 2008 – This form is your unit's commitment to participate in the 2008 Colonial Virginia Council Trail's End popcorn sale. The form is completed in August and returned to your district popcorn kernel or district executive. The name on this form will be used by the council as the key contact for the unit for the duration of the popcorn sale and will receive the commission check from the council.

Unit Master Record – For Unit Use Only – Your unit's popcorn kernel uses this form to record and tally all the individual orders of your scouts.

Unit Order and Settlement Form – Due November 7, 2008 – This form is used to place your final popcorn order. It should be turned in with all money and your Council Prize form.

Prize Order Form – Due November 30, 2008 – Your unit's kernel completes this form to order the appropriate recognition items for your scouts.

\$1,500 Prize Level Order Form – This is a Trail's End document that must be completed by your unit leader and parent and returned to the Council Service Center.

Trail's End Scholarship Form – This is a Trail's End program for scouts that exceed \$2,500 in 2008 or have ever qualified in any previous year.

