

2011 Popcorn Sales Guide Colonial Virginia Council



Table of Contents

Why Sell Popcorn	3
What's New for 2011	4
Sale Calendar	5-6
Products	7
Sales Methods and Techniques	8
Show and Sells	
Take Orders	
Show and Deliver	
Online Sales	
Warehouses and Distribution	9
Prizes	10-11
Payments and Commissions	12-14
Tips for a Successful Sale	14
Safety Tips	15
Forms	16-20

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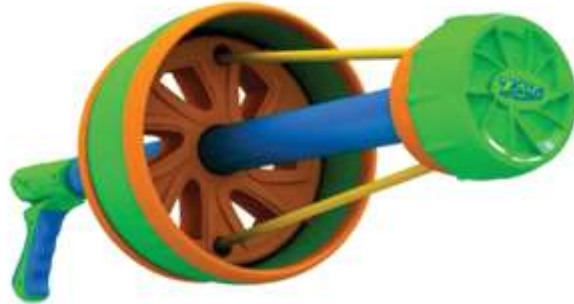
Why sell popcorn?



The 2011 popcorn sale is a great way to support youth development by allowing Scouts to learn to pay their own way. It provides money to unit accounts to allow units to provide the best possible program for their Scouts. In 2010, **\$183,112.22** went into Scout unit accounts. The popcorn sale also supports the overall operations of the council. This allows Bayport Scout Reservation to be maintained, roundtables to be conducted, insurance coverage to be provided, new units to be started, new leaders to be trained and registered and new members to be recruited. We also provided nearly **\$25,000** in prizes to scouts for the 2010 sale. If that isn't enough, again in 2011 we will have options for consumers to provide donations of popcorn to our military men and women serving our country overseas. We have developed a partnership with Trail's End to ensure that all donations secured by Scouts in our council sale will go to deployed units from Joint Base Langley-Eustis and Naval Station Norfolk. In 2010, **\$17,060** was donated to our military through the popcorn sale. Popcorn is a win-win situation for everyone involved; the units, the council, the consumers, our service men and women and, most importantly, the Scouts themselves.

What's new for 2011

- New \$600 sales incentive – The Zyclone



- Options for taking credit card payments
- New product mix including **White Chocolatey Pretzels** as a stand alone item



- Return of **Kettle Corn!**
- Local military units supported by the Military Donation option
- Continuing to use Wal-mart and Amazon gift cards as the primary prize options



2011 Popcorn Sales Calendar

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

July 25 – August 4	District and Council Popcorn Kickoffs
August 12	Orders for initial distribution due
August 18	Distribution of product for Heritage and James River Districts ONLY at the Peninsula Warehouse Distribution for Colonial Trail and Siouan Rivers Districts at the Suffolk Warehouse
August 19	Distribution of product for First Colony and Chesapeake Bay Districts ONLY at the Peninsula Warehouse
August 25	Warehouse Distribution Day
September 1	Warehouse Distribution Day
September 8	Warehouse Distribution Day
September 15	Warehouse Distribution Day
September 22	Warehouse Distribution Day
September 23	Chocolate Orders Due
September 29	Warehouse Distribution Day
October 6	Chocolate Order Distribution ONLY
October 13	Warehouse Distribution Day
October 20	Warehouse Distribution Day
October 27	Warehouse Distribution Day
November 3	Final Date that full cases of popcorn may be returned to the warehouse. After this date, it is understood that the units accept ownership and responsibility for the payments of the remaining popcorn in their possession. Units are only allowed to return 10% of the total amount of popcorn checked out.
November 7	Final unit orders and payments are due

November 17

Final Order Distribution

November 30

Final Prize Orders Entered Online

2011 Product Line Up

11 oz. Caramel Corn	\$10
26 oz. Caramel Corn with Almonds, Cashews and Pecans	\$18
20 oz. Chocolatey Triple Delight	\$18
18 pack Butter Light	\$18
18 pack Unbelievable Butter	\$18
18 pack Kettle Corn	\$22
20 oz. White Chocolatey Pretzels	\$25
Cheese Lover's Collection (2 7oz. Cheddar Cheese Corn and 1 7oz. White Cheddar Cheese Corn)	\$30
Sweet and Savory Collection (1 each 20oz. Chocolatey Triple Delight, 20oz. Butter Toffee Caramel and 7oz. Cheddar Cheese Corn)	\$40
\$30 Military Donation	\$30
\$50 Military Donation	\$50

Some Notes about the products

Chocolatey Triple Delight, White Chocolatey Pretzels and the Sweet and Savory Collection all have chocolate in them and will not be shipped by Trail's End until after October 1, 2011 to prevent melting in transit.

Military Donations will, to the best of Trail's Ends ability, provide product to service men and women who are deployed overseas but are based at Joint Base Langley-Eustis and Naval Station Norfolk.

Products are guaranteed by Trail's End. If a customer has a concern about the quality of the product, they may contact Trail's End directly. The phone number is on the packaging of each product.

The Chocolatey Triple Delight takes the place of the Chocolatey Caramel Crunch from last year's sale. Product research shows that the Triple Delight was preferred by the majority of customers. If a customer request Chocolatey Caramel Crunch, please direct them to the Triple Delight.

All products are made with Canola Oil and have 0g trans fat for those healthy eating customers. Other nutritional information is available at the Trail's End website.



Sale Methods and Techniques

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 purchase popcorn. They take the payment and provide the product on the spot.

Units are responsible for setting up their own Show and Sell dates with the business with the exception of Farm Fresh and Patrick Henry Mall. This is subject to change if requested by a popular location that we manage who gets time slots. To sale at Farm Fresh or Patrick Henry Mall, please call Richard Johnson at (757) 595-3356 to reserve a time. Sale times will be reserved on a first come first served basis. Any unit that reserves a time and then does not show will lose the ability to reserve time slots for the future. Many businesses will allow you to set up and sell if they are asked. Use your imagination and connections to set up locations for show and sells.

Take Orders

This sales technique involves taking the “Take Order Form” to family members, neighbors, church and other locations and asking those in attendance to place an order for popcorn. Money should be collected when the order is placed and the “Take Order Form” is filled out as completely as possible. The unit then 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. “Take Order Forms” from previous years are great places to start when taking orders for 2011.

Show and Deliver

This sales technique is a combination of the Show and Sell and Take Order methods. The scout takes the persons order and then provides the person their product immediately.

Online Sales

This sales technique utilizes e-mail, social media and websites to sale popcorn to those that are not local. A scout gets his online sales key from his unit popcorn kernel. He then distributes that key via e-mail or other media to friends and family across the country. They can then place their orders through the Trail’s End website, enter the scout’s key and he gets credit for the sale. The product is shipped directly to the customer and does not have to be touched by the scout or unit.

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

Warehouses and Distribution

Peninsula:

The Peninsula Warehouse Center for 2011 will be located in the Deer Run Commerce Center – Phase II located at 700 Flag Stone Way, Newport News, Virginia. The Warehouse will be open on the scheduled days from 4:00 p.m. until 6:00 p.m. for Popcorn pick-up and payments.

Southside:

Nansemond Cold Storage, 519 W. Washington Street, Suffolk, Virginia.
Contact Matt Vercher (757-897-6961). Please give Matt at least 24 hours notice to process the orders through the warehouse for pick up.

Money from on-going Popcorn Sales can be turned in at the Warehouse when you pick up and return Popcorn. This will save units a trip to the Service Center. 26% commission checks will be issued as monies are turned in (checks are written every two weeks). At the end of the sale commission checks will be written to reflect total sales and commissions earned during the entire sale.

Prizes

Your Scouts can earn prizes based upon the amount of popcorn they sell doing show and sells, take orders, show and deliver or online sales. Prizes must be submitted through the Trail's End website by November 30, 2011. Prizes are shipped directly to the units shortly after they are entered and approved. Back by popular demand, most of the prizes are gift cards to Wal-Mart or Amazon.com.

Prize

Trail's End "Project Popcorn" patch or pin
\$10 Gift Card
\$15 Gift Card
\$20 Gift Card
\$30 Gift Card
\$40 Gift Card
\$55 Gift Card
\$75 Gift Card
\$110 Gift Card
\$150 Gift Card

Sales Needed

1 item
\$250
\$350
\$450
\$650
\$850
\$1,100
\$1,300
\$1,800
\$2,300

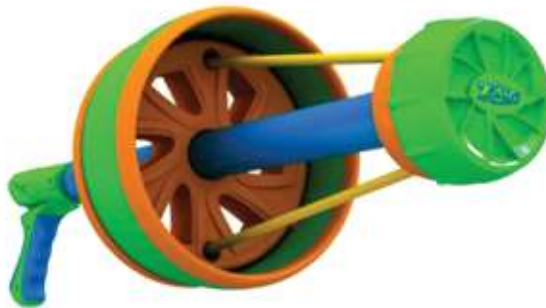
Bonus Prizes

These prizes will be awarded in addition to the prize earned above.

- A scout who gets \$100 in military donations earns a commemorative patch.



- A scout who gets \$600 in total sales earns a Zyclone and \$600 Club patch.



- A scout who gets \$1,500 in total sales earns an additional \$50 gift card from Wal-Mart or Amazon.com.



- A scout who gets \$2,500 in total sales will be enrolled in the Trail's End Scholarship program in which 6% of your total sales each year will be invested into the Scout's own scholarship account.

Special Prizes

For every \$500 a Scout sells, their name will be entered into a drawing for an iPod Touch. Each district will have 1 iPod touch to be given away. For example, a scout has \$2100 in sales. His name will go into the drawing 4 times. He will only be entered into the drawing for his district.

For a Scout to be eligible, the unit kernel must fill out the "iPod Touch Eligibility" form and return it to the council office by November 30, 2011 with the names of the Scouts who qualify. Any forms turned in after this date will not be eligible for the drawing. Scouts and unit kernels will be notified if they win immediately after the drawing and winner's names will be published in the council newsletter.



Payments and Commissions

Commission Structure

Base Commission for the 2011 Popcorn Sale will be **26%**

2% additional commission for all units who attend a popcorn kickoff

2% additional commission for all units that accept credit card payments

2% additional commission for sales ranging from \$2,000-\$4,999

2% additional commission for sales ranging from \$5,000-\$9,999

2% additional commission for sales ranging from \$10,000-\$14,999

2% additional commission for sales over \$15,000

Kickoffs

To receive credit for attending the popcorn kickoff, the person in attendance from the unit must sign in on the "Sign In Sheet". To allow for the most opportunity to attend a kickoff and get properly trained, a unit may attend a kickoff in a district other than their own, however, we recommend they attend their own district kickoff if possible.

First Colony, August 4, 2011

Heritage, August 3, 2011

Chesapeake Bay, August 11, 2011

James River, August 4, 2011

Colonial Trail, August 10, 2011

Siouan Rivers, August 10, 2011

Credit Card Payment

To receive credit for accepting credit card payments, the form called "Credit Card Payment Verification" must be filled out and signed by the unit kernel and then turned into the council by November 7, 2011 when final payments are due. This extra commission is to help units offset the costs and fees associated with accepting credit card payments. Included in this packet are the 4 vendors that Trail's End recommends. The research has shown that units that accept credit cards are able to have more sales without any extra effort. The Colonial Virginia Council does not endorse or recommend any vendor over the other. The credit card payments must be set up to go directly into the unit's banking account.

gopayment.com

- sign up
- download free app
- plug reader into phone
- 2.7% + \$0.15 per transaction

innerfence.com

- easy, one-time set up
- email PDF receipts
- optional card reader
- tiered pricing starting at 3.79% + \$0.24 per transaction + \$25 monthly fee



singleclickcheckout.com

- sponsored by citibank
- no hardware; mobile web checkout
- tiered pricing starting at 2.48% + \$0.48 per transaction + \$14.95 monthly fee



CREDIT CARD PAYMENTS

- Swipe credit cards with your phone
- Increase revenue
- Overcome "no cash" objections

Four easy solutions allow any unit to accept credit cards!

- gopayment.com
- innerfence.com
- squareup.com
- singleclickcheckout.com

squareup.com

- free app
- daily deposit to bank account
- free card reader
- 2.75% transaction fee



Pricing as of April 6, 2011. Check websites for latest pricing.
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Payments

Payments for popcorn will be accepted throughout the entire sale. Units must deposit checks and cash into their unit account and then write one check payable to **BSA** when they make their payments. Final payments are due in full by November 7, 2011. Commissions over 26% will not be paid to units who are not paid in full on November 7, 2011. Commission will be reduced by 2% for each week the payment is not made in full.

Commission to Units

As payments are made, commission checks will be sent back to units. Units may also have commissions deposited into their store accounts if so desired. If your unit chooses to have deposits into the store account, we must have written permission from the unit popcorn kernel to do so. All commissions up until November 7, 2011 will be paid at 26% commission. Adjustments will be made for online sales and additional earned commission percentages in the final check. This way all of the unit's sales totals and final commission will be determined.

For your convenience, a "Unit Money Tracking Form" has been included in this packet. This form is for your use only and will help with tracking payments to the Scout Shop as well as commissions received.

Tips for selling more popcorn

- 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 popcorn by creating and managing "Scout Accounts" within your unit.
- 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.
- Know the products.
- Say "Thank You" even if the customer does not make a purchase.
- Promote popcorn at every opportunity both within the unit and outside of the unit.

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.

Index of Forms Included

Unit Prize Form (for your use, not to be turned back in)

Unit Prize Summary (for your use, not to be turned back in, prizes are ordered online)

Unit Master Record (for your use, not to be turned back in, products are ordered online)

iPod Eligibility Form (Must be turned in by November 30)

Credit Card Payment Verification (Must be turned in by November 7)

Payment Tracking Form (for your use, not to be turned back in)

Unit Prize Summary

Unit: _____

Unit Kernel: _____

Level 1	One Item	Number Needed
Trail's End Patch		
Trail's End Pin		
Level 2	\$250	
\$10 Wal-Mart Gift Card		
\$10 Amazon Gift Card		
Level 3	\$350	
\$15 Wal-Mart Gift Card		
\$15 Amazon Gift Card		
Level 4	\$450	
\$20 Wal-Mart Gift Card		
\$20 Amazon Gift Card		
Level 5	\$650	
\$30 Wal-Mart Gift Card		
\$30 Amazon Gift Card		
Level 6	\$850	
\$40 Wal-Mart Gift Card		
\$40 Amazon Gift Card		
Level 7	\$1,100	
\$55 Wal-Mart Gift Card		
\$55 Amazon Gift Card		
Level 8	\$1,300	
\$75 Wal-Mart Gift Card		
\$75 Amazon Gift Card		
Level 9	\$1,800	
\$110 Wal-Mart Gift Card		
\$110 Amazon Gift Card		
Level 10	\$2,300	
\$150 Wal-Mart Gift Card		
\$150 Amazon Gift Card		
Military Donation Patch	\$100 in Military Donation	
\$600 Sales Club	\$600	
Zyclone		
\$600 Sales Club Patch		
Bonus Gift Cards	\$1,500 (in addition to regular prizes)	
\$50 Wal-Mart Card		
\$50 Amazon Gift Card		
Scholarship	\$2,500	
iPod Touch	Every \$500 in Sales = 1 entry	
Total Entries		

iPod Touch Eligibility Form

Unit Number: _____

Popcorn Kernel: _____

Contact Phone Number: _____

For each \$500 in sales made by a Scout, their name will be entered into a drawing for an iPod Touch. Each Scout will only be entered into the drawing for their district. There will be 1 winner in each district. Online sales, show-n-sell, show-n-deliver and take order sales count. Make multiple copies if you have more than 6 Scouts who qualify from your unit.

Scout's Name: _____

Total Sales: _____ qualify him/her for _____ entries.

Scout's Name: _____

Total Sales: _____ qualify him/her for _____ entries.

Scout's Name: _____

Total Sales: _____ qualify him/her for _____ entries.

Scout's Name: _____

Total Sales: _____ qualify him/her for _____ entries.

Scout's Name: _____

Total Sales: _____ qualify him/her for _____ entries.

Scout's Name: _____

Total Sales: _____ qualify him/her for _____ entries.

I hereby certify that the Scout's listed here sold the amount of popcorn listed and they have earned the opportunity to be included in the drawing for the iPod Touch for our district.

Signature: _____

Unit Popcorn Kernel

Credit Card Payment Verification

Unit Number: _____ Unit Kernel: _____
Contact Phone: _____

I do hereby verify that our unit has set up a credit card payment system for our 2011 Popcorn sales and are therefore eligible for an additional 2% commission to help offset the costs and fees associated with the credit card option.

Signature: _____
Unit Popcorn Kernel

Information about Credit Card Payments

Company Used: _____

Date Credit Card Payment System was set up: _____

The following information is being collected to determine if Credit Card options are viable beyond 2011. As this has never been done before, we need to gather as much information as possible to determine if this is truly a profitable venture.

Estimated Number of Sales made using the Credit Card System: _____

Estimated Fees and Charges paid to the Credit Card Company: _____

In your opinion, would these sales have been made if the unit only accepted cash?

Will your unit be using credit card payment options for future popcorn sales or other fundraisers?

Other feedback regarding the use of credit card payment options:

Payment Tracking Form

Unit: _____ Popcorn Kernel: _____
Contact Phone: _____

Payments Made:

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Commissions Received:

Date: _____ Amount: _____ Check #: _____

Date: _____ Amount: _____ Check #: _____

Date: _____ Amount: _____ Check #: _____

Date: _____ Amount: _____ Check #: _____

Date: _____ Amount: _____ Check #: _____