

# 2020 Council Product Sales Guide



## Colonial Virginia Council, BSA



# Important Notes for 2020 Sale

- TRAIL'S END POPCORN SYSTEM CAN BE FOUND AT [trails-end.com](http://trails-end.com)  
**USE CHROME OR FIREFOX FOR THE BEST EXPERIENCE**
- TRAIL'S END POPCORN SYSTEM WILL BE USED **ONLY** FOR UNIT'S ORDERING THEIR THREE PRIMARY POPCORN PRODUCT ORDERS
- WEEKLY POPCORN PRODUCT REFILL/REPLENISHMENT ORDERS MUST BE SUBMITTED VIA THE EXCEL ORDER FORM. FORM IS SUBMITTED TO YOUR DISTRICT PROFESSIONAL. CANNOT BE SENT AS A GOOGLE DOC.
- **ALL** UNIT PEANUT ORDERS WILL BE MADE USING THE PEANUT EXCEL ORDER FORM. FORM IS SUBMITTED TO YOUR DISTRICT PROFESSIONAL. CANNOT BE SENT AS A GOOGLE DOC.
- **DO NOT USE** THE TRAIL'S END POPCORN SYSTEM FOR UNIT COMMISSIONS OR UNIT PAYMENT AMOUNT OR COUNCIL PRIZE ORDERS (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)
- **YEAR ROUND** ONLINE POPCORN SALES COUNT TOWARD UNIT REACHING THEIR FALL SALES GOAL FOR BONUS COMMISSION
- ONLINE POPCORN SALES COMMISSION IS 30% TO THE SCOUT UNIT
- ONLINE POPCORN SALES COMMISSION (30% OF ONLINE SALES) IS TAKEN OUT OF WHAT UNIT OWES THE COUNCIL ON THE FALL TRADITIONAL SALE VIA/ON THE UNIT COMMISSION WORKSHEET

## 2020 Sales Timeline

Date	Event
July 7 & 8	Virtual Kickoffs 6:30pm - Zoom
<b>July 24</b>	<b>Initial Unit Product Orders Due (no chocolate)</b>
August 13	Monitor Merrimac/Colonial Trail/Siouan Rivers Pick Up 4 - 6 PM 1700 West Pembroke Avenue, Hampton
August 14	Chesapeake Bay/First Colony Pick Up 4 - 6 PM 1700 West Pembroke Avenue, Hampton
<b>August 28</b>	<b>Chocolate Product Orders Due (additional product can be ordered)</b>
September 17	Chocolate Distribution Day 4 - 6 PM 1700 West Pembroke Avenue, Hampton
<b>October 30</b>	<b>Final Product Orders Due</b>
November 19	Final Distribution Day 4 - 6 PM 1700 West Pembroke Avenue, Hampton
<b>November 25</b>	<b>Final Payment Due for full 31% Base Commission Individual Scout Rewards Due Trail's End Scholarship Applications Due</b>

### Product Ordering/Usage Notes

- Popcorn product orders are done on the Trail's End Popcorn System at [www.Trails-End.com](http://www.Trails-End.com). Units must use an existing unit user account or create a new account to place their popcorn order.
- The July 24 order is only for non-chocolate Show and Sell & Show and Deliver product only. Product is ordered in FULL CASES and there is no return of product to the council.
- The August 28 order is primarily for chocolate Show and Sell & Show and Deliver product, non-chocolate product can also be ordered. Product is ordered in FULL CASES and there is no return of product to the council.
- The October 30 order is for Take Order product needs not able to be filled with leftover unit Show and Sell/Deliver product. Product is ordered in INDIVIDUAL CONTAINERS and there is no return of product to the council.

## 2020 Product Line Up

Caramel Corn	12:1 container/case	\$10
White Cheddar Cheese Corn JUMBO BAG	8:1 container/case	\$20
<b>Blazin' Hot Popcorn Bag **NEW</b>	<b>8:1 container/case</b>	<b>\$20</b>
<b>Unbelievable Butter Popcorn Bag</b>	<b>8:1 container/case</b>	<b>\$15</b>
Salted Caramel Corn	12:1 container/case	\$25
Cheese Lover's Collection	1:1 container/case	\$35
\$30 American Heroes Program		\$30
\$50 American Heroes Program		\$50
Home Cooked Salted Peanuts (20 oz.)	12:1 container/case	\$20
Home Cooked Salted Peanuts (12 oz.)	12:1 container/case	\$14
Sea Salt & Pepper Peanuts (12 oz.)	12:1 container/case	\$14
Honey Roasted Peanuts (12 oz.)	12:1 container/case	\$15
Jumbo Salted Cashews (12 oz.)	12:1 container/case	\$23
Honey Cinnamon Almonds (13 oz.)	12:1 container/case	\$23
<b>Whit's Party Mix (10.5 oz.)</b>	<b>12:1 container/case</b>	<b>\$15</b>
Hot Jalapeno Ranch VA Peanuts (12 oz.)	12:1 container/case	\$14
<b>BBQ Peanuts (12 oz.)</b>	<b>12:1 container/case</b>	<b>\$14</b>
Milk Chocolatey Covered Peanut Clusters (10 oz.)	12:1 container/case	\$15
Dark Chocolatey Covered Peanut Clusters (10 oz.)	12:1 container/case	\$15
Dark Chocolatey Covered Almond Clusters (10 oz.)	12:1 container/case	\$19
Homemade Peanut Brittle (10 oz.)	12:1 container/case	\$15
<b>Whitley's 5 Pack (Final Order Only)</b>		<b>\$55</b>
[Salted Peanuts 5.5oz, Chesapeake Bay Peanuts 5.5oz, Salted Cashews 5.5oz, Honey Roasted, Peanuts 5.5oz, Honey Cinnamon Almonds 6.25oz]		

### **Some Notes about the Products:**

Trails End Chocolate & Microwavable products are available online only in 2020. 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 1, 2020 to prevent melting in transit and storage.

# Sale Methods and Techniques

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

## **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 and peanuts. Money can be collected at the time of the order being taken or at the time of delivery, 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 persons 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. They take the payment and provide the product on the spot.

Packs and Troops are responsible for setting up their own Show and Sell dates with their desired location with the exception of Bass Pro Shops & WaWa.

Bass Pro: TBA

WaWa: NOT AVAILABLE FOR 2020

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.

We realize that many persons passing by the sale table may not wish to make a purchase of popcorn or peanuts for themselves, but still wish to support local Scouting. This can be done by having a collection canister labeled “Treats for Troops” and this does not violate BSA policy as donations are not being solicited. At the end of the sale, a total of all “Treats for Troops” funds is taken in order to make Military Donation items orders. 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 November 1.

# Warehouses and Distribution

Our 2020 delivery and distribution warehouse is located at 1700 West Pembroke Avenue in Hampton. Main distribution days will be distributed from this location. Units will sign up for an arrival window to receive their product. Early arrivals will not be serviced for the health and safety of our staff, volunteers, and those assisting with distribution and pick up.

Product distribution details can be found in the 2020 Sale Timeline section of this guidebook. Your District Professional will be contacting each unit that has placed orders to schedule pickup time on these distribution dates to try to minimize congestion and wait time at the facility.

**Please contact your District Professional to schedule any possible product pickups outside of scheduled pick up days.**

First Colony & Chesapeake Bay District.....Liane Stanton     liane.stanton@scouting.org

Colonial Trail & Siouan River Districts.....Zachary Oman     zachary.oman@scouting.org

Monitor Merrimac District.....Zachary Oman     zachary.oman@scouting.org

**Please contact your District Professional (listed above) if your unit runs out of Show and Sell/Deliver product and would like to get more. Quantities are limited this year and units are asked to contact their DE to check on availability and coordinate pickup.**

**The Unit Product Order Change Form & Peanut Sale Unit Product Order Form are excel sheets that will be emailed to Unit Product Champions and should be used to make these requests to add additional popcorn or peanuts onto an existing order already placed to the council.**

**NO PRODUCT RETURNS WILL BE ACCEPTED!!!**

# INDIVIDUAL SCOUT REWARDS

provided by Colonial Virginia Council

<u>Reward</u>	<u>Sales Needed</u>
2020 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
Gift Card equal to 6% of sale-----	>\$4,200

**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 25. Forms are to be sent to your District Professional. Units submitting after November 25 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 **(1 Form for Peanuts, 2 Forms for Popcorn)** is 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 2020 Product Sale will qualify. Scouts will be recognized with a 2020 \$1,000 Seller's Club plaque featuring the 2019 sale patch. **Scouts are able to use all sales methods of Door to Door Take Order Sales, Show and Deliver Sales, Show and Sell Sales Credits, and Online Sales Orders.**

**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 25.**



# Unit Commission & Payments

## Unit Commission Structure

- Base Commission for the 2020 Product (Peanuts & Popcorn) Sale will be **31%**
- 7% Unit Super Sales Performance Award for meeting your 2020 Unit Goal. This number will be given to you at the Popcorn 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. Given that the average container retail cost (not including the most expensive item) is \$23, each Scout should sell about 18 items to do their part. The key is getting all Scouts in the unit to sell some product and eliminating the number of non-participating Scouts.

## 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 25, 2020**.

**Final Unit Payments made between November 30 & December 5, 2020 will result in base commission being reduced by 5% (base commission decrease from 31% to 26%).**

**Final Unit Payments made after December 5, 2020 will result in base commission being reduced by 10% (base commission decrease from 31% to 21%).**

# 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 2020.

# **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.

## Excel Docs to be Emailed

- Unit Peanut Order Form
- Unit Popcorn Change Request Form
- Unit Prize Order Form (will be sent in October)
- Unit Final Invoice showing commission and payment totals (will be sent in October)