2022 Council Product Sales Guide





Colonial Virginia Council, BSA



Important Notes for 2022 Sale

* TRAIL’S END POPCORN SYSTEM CAN BE FOUND AT 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.**\*\***
* **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

* **Year-round** online popcorn sales count toward THE UNIT’S Fall sales goal for bonus commission
* 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

**\***Initial Product Order (7/29); Chocolate Product Order (9/2); and Final Product Order (10/28)

**\*\***Form is submitted to your District Professional. *Cannot* be sent as a Google Doc.

2022 Sales Timeline

|  |  |
| --- | --- |
| **Date** | **Event** |
| July 12 | Kickoff: 6:30 – 7:30 PM  Larry Willis Scout House; 14 Community Dr (Windsor) |
| July 13 | Kickoff: 6:30 - 7:30 PM  Bethany UMC; 1509 Todds Ln (Hampton) |
| **July 29** | **Initial Unit Product Orders Due (*no* chocolate)** |
| August 11 | Monitor Merrimac/Old Dominion Pick Up 4 - 6 PM  1700 West Pembroke Ave, Hampton |
| August 12 | Historic Triangle Pick Up 4 - 6 PM  1700 West Pembroke Ave, Hampton |
| September 2 | **Chocolate Product Orders Due (additional product can be ordered)** |
| September 22 | Chocolate Distribution Day 4 - 6 PM  1700 West Pembroke Ave, Hampton |
| **October 28** | **Final Product Orders Due** |
| November 17 | Final Distribution Day 4 - 6 PM  1700 West Pembroke Ave, Hampton |
| **November 23** | **Final Payment Due for full 31% Base Commission**  **Individual Scout Rewards Due** |

Product Ordering/Usage Notes

* Popcorn product orders are done on the Trail’s End Popcorn System at www.Trails-End.com. Units must use an existing Trail’s End unit account or create a new account to place their popcorn order.
* The July 29 order is only for non-chocolate Show & Sell and Show & Deliver products. Product is ordered in FULL CASES. **\*\*\***
* The September 2 order is primarily for chocolate Show & Sell and Show & Deliver product; however, non-chocolate product can also be ordered. Product is ordered in FULL CASES. **\*\*\***
* The October 28 order is for Take Order product needs not able to be filled with leftover unit Show & Sell/Deliver product. Product is ordered in INDIVIDUAL CONTAINERS. **\*\*\***

\***\*\***There is no return of product to the council

2022 Product Line Up

|  |  |  |
| --- | --- | --- |
| ITEM | CONTAINER:CASE | Container Cost |
| **WHITLEYS** | | |
| 4 Pack Gift Tower 21.75oz  Includes: Honey Cinnamon Almonds, Salted Peanuts, Salted Jumbo Cashews, Pistachios | **9:1** | $50 |
| Honey Roasted VA Peanuts 20oz | **12:1** | $30 |
| Whit’s Party Mix 18oz | **12:1** | $30 |
| Honey Cinnamon Almonds 13oz | **12:1** | $28 |
| Salted Jumbo Cashews 12oz | **12:1** | $28 |
| Dark Chocolatey Almond Clusters 10oz | **12:1** | $24 |
| Dark Chocolatey Peanut Clusters 10oz | **12:1** | $19 |
| Salted VA Peanuts 20oz | **12:1** | $23 |
| Milk Chocolatey Peanut Clusters 10oz | **12:1** | $19 |
| Salted VA Peanuts 12oz | **12:1** | $18 |
| Honey Roasted VA Peanuts 12oz | **12:1** | $18 |
| Homemade Peanut Brittle 10oz | **12:1** | $18 |
| **TRAILS END** |  |  |
| Kettle Corn & White Cheddar Gift Box | **1:1** | $42 |
| Chocolatey Pretzels |  | $28 |
| Salted Caramel Popcorn |  | $25 |
| White Cheddar Popcorn |  | $23 |
| Sweet & Salty Kettle Corn |  | $23 |
| 12pk Unbelievable Butter Microwavable |  | $23 |
| Popping Corn |  | $17 |
| Caramel Corn |  | $15 |

**Some Notes about the 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 1, 2022 to prevent melting in transit and storage.

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>

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.

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

Bass Pro: TBA

WaWa: TBA

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 2021 delivery and distribution warehouse location is at 1700 West Pembroke Ave, Hampton. Main distribution days will commence at 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 2022 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 date 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.**

Historic Triangle & Old Dominion Districts………Zachary Oman zachary.oman@scouting.org

Monitor Merrimac District………Joshua Jones-St. Clair Joshua.jonesstclair@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 spreadsheets that are to 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

**Reward** **Sales Needed**

2022 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

**NEW**: Units may opt to combine Scouts individually earned gift cards amounts into a single unit gift card which is to be used to recognize Scouts that participated in the Fall Product Sale with a unit recognition event/program. Units should discuss this option with their families prior to submitting their final prize order.

**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 23. Forms are to be sent to your District Professional. Units submitting after November 23 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)** 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 2022 Product Sale will qualify. Scouts will be recognized with a 2021 $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.**

**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 23.**

**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 2022 Product (Peanuts & Popcorn) Sale will be **31%**
* 7% Unit Super Sales Performance Award for meeting your 2022 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.
* **NEW**: 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 23, 2022**.

**Final Unit Payments made after November 28 will result in base commission being reduced by 5% (base commission decrease from 31% to 26%).**

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

**Final Unit Payments made after December 12 will result in base commission being reduced by 20% (base commission decrease from 31% to 11%).**

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 2021.

**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)