



BOY SCOUTS
OF AMERICA®
GREATER YOSEMITE
COUNCIL



2019 Kernels Guide

Welcome to the 2019 Popcorn Sales!

Congratulations! You and your Scouts sold more than \$655,000 to fund your programs in 2018, that's an 8% increase in sales. Well Done! On average GYC units are selling over \$12,000 in popcorn each. We even had one unit sell more than \$59,000. The good news is that any pack or troop can have these same results, and it's not that hard to make it happen. If you follow some simple steps, and make a firm commitment, your pack or troop can reach these amazing heights.

This book is designed to help you plan your sales and achieve excellence in 2019. We are confident that if you follow all the provided steps, keep a positive outlook, and maintain a laser focus, you could grow your sale to \$20,000 or even \$30,000. There are packs and troops just like yours that have already done it by following these steps.

The Popcorn sale is a valuable part of the character development program of the Boy Scouts of America, because it teaches a scout the value of money and he/she gains some understanding of what goes into earning it. And, if you do it correctly, it's the only fundraiser that you will need all year!

The Council Kernel and Council Staff stand ready to assist you in having the greatest sale ever!

Kelly Osterhout ~ Council Kernel

Robin Wilson ~ Council Staff Advisor



TOP 10 REASONS YOUR UNIT SHOULD PARTICIPATE:

10. Risk-free commission for your unit...up to 35%.
9. Outstanding prizes for your scouts!
8. Scouts can earn college scholarships!
7. Scout advancement opportunities!
6. Support for our men and women in the military service!
5. Earn money for camp and other Scouting activities!
4. Scouts learn valuable inter-personal and sales skills.
3. Everyone LOVES Trail's End popcorn!
2. Funds your unit entire year of Scouting!
1. It's FUN!



Quick Tips & Training for your Scouts

1. Dress for success. Wear your uniform and look neat and clean.
2. Smile, Smile, Smile. Have fun while you sell!
3. Have a prepared script and practice before you go to a door.
4. Tell them your first name and your unit. Explain why you are selling popcorn.
5. Know your product and be ready to suggest your favorite one to the customer.
6. Thank them for the order. Make them feel good about supporting your Scout program.
7. **Set smaller benchmarks along the way to help achieve your final goal and celebrate when you achieve each benchmark.**
8. Ask if they would like to support our military with a donation of popcorn.
9. Thank them again when you deliver the order.
10. Turn your order information in **on time** to your unit popcorn kernel.

See the Trails-End website for great online sales training and resources.

www.sell.trails-end.com

8 STEPS TO SUCCESS

- ◆ **Develop an ANNUAL PROGRAM PLAN AND BUDGET with input from parents and Scouts. If you need help with your budget planning please speak to your District Executive or the Council Kernel.**
- ◆ **Set a UNIT SALES GOAL AND A PER SCOUT GOAL.** Use the tools available on the council website or at Trails-End.com.
- ◆ **Develop a UNIT INCENTIVE PLAN** Keep it exciting for scouts and family members and encourage 100% participation in your unit.
- ◆ **Train and inspire your scouts with a great KICK OFF.** Explain how they can earn popcorn prizes and support their activities.
- ◆ **Use all 5 sales methods** Take Order, Show & Sell, Show & Deliver, Online and **NEW this year the Trails End App.**
- ◆ **Attend the COUNCIL KICKOFF at Funworks in Modesto, August 9, 2019 6:00pm-9:00pm.**
- ◆ **Social Media for new ideas for Growth.** Trails End Website, Trails End Popcorn Community on Facebook and GYC Kernels Korner on Facebook.
- ◆ **COMMUNICATE FREQUENTLY with scouts and family members.**



**POP CORN
SALE**

Increase your Sales

- ◆ **Find what works in your Unit and Community.** Have the scouts sell to everyone that they know and encourage parents to do the same. Encourage your Scouts to fill a sheet (30 orders).
- ◆ **Assign Individual Scout Kits.** Increase show and deliver success by giving every scout family a prescribed amount of popcorn to sell by a certain date. Use unsold popcorn for remaining site sales. **Remember inventory with your scout families is still your inventory, communicate with them before you order from the Council to ensure you are not over ordering.**
- ◆ **Set smaller benchmark goals** that add up to your final goal. Celebrate & recognize Scout, den, pack/troop successes as you achieve each benchmark. This will keep the Scouts engaged and motivated throughout the sale.
- ◆ **Conduct Sales Training** for site sales and teach the Scouts how to more effectively interact with customers. Work with parents to assist with your site sales.
- ◆ **Encourage your Scouts to earn Council Incentives starting at the \$1000 level.**
- ◆ **Remember that door-to-door sales produce at least \$150 of popcorn sales per hour!**

How to Succeed and Grow Your Sales

Best Practices Planning

- Shared ideas, shared efforts
- Prevent burnout
- Share knowledge

Plan like a business

- Why does your Unit sell Popcorn
- Plan your Ideal Year of Scouting (Budgeting)
- Calculate your IYOS Cost
- Create your Scout sales goal

Best Practices Storefront Sales

- Schedule Early (Be respectful of other units if going outside your location)
- One Scout per 2-Hour Shift
- Maximize Hourly Sales
- Use every store in your area (there are a lot)
- \$18 Avg. Transaction, \$125+/hr
- Expectation of 8 hours per Scout = \$1,000 (4 2 hour shifts)
- Recruit at the Storefront! (YES!!!)

Recruiting (Easy, right)

- We're already selling Scouting
- Scouts recruiting Scouts
- Have flyers
- Interest list



Best Practices Personal Sales

- Door to Door
 - Neighbors
 - \$28 Avg. Transaction, \$100/hr
- Friends, Family, Workplace
 - Door to Door
 - Friends & Family, Workplace
- Blitz Days
 - Dens & Patrols are assigned neighborhoods
 - Top Selling Den incentive
 - Social gathering after

Best Practices Online Sales

- Online Sales
 - In 2018, the average online transaction was \$73
 - The average Scout that sold online averaged over \$200 in online sales!
- Create Accounts
 - Scouts need an account to sell online
 - Consider an account creation incentive (COOL!)
- Sharing
 - Sharing drives sales
 - Facebook (Video)
 - Email
 - Text
 - Twitter, LinkedIn, etc
 - “Sharing Sunday” – Every Scout shares their online page every Sunday throughout the sale.

Best Practices Motivating Scouts

- Scout Motivation
 - Every Scout Sells
 - Set a Goal
 - Bigger Prizes (are you doing special prizes)
- Parent Buy-In
 - Scouts Personal Growth
 - Scout Rewards
- Kickoff:
 - Info
 - FUN!
 - Parent Buy-In
 - Top Seller Pledge



**Four SELLING OPTIONS:
Show & Sell - Show & Deliver - Take Order - Online - App
PARTICIPATE IN ALL FOUR AND EARN MORE!**

2019 TIMETABLE

- May 18 Key Leadership briefing, All Kernel, New Kernel meeting at the Modesto Service Center
- June 1 through July 19 Conduct sales strategizing meetings with Robin and Kelly (see back page for contact information)
- July 20 Popcorn Show & Sell orders due
- August 8 Show & Sell (Show & Deliver) product distribution. (Sale begins)
- August 9 Popcorn Sale Kickoff at Funworks in Modesto open to all scouts, families, and leaders. **REGISTRATION NOW OPEN!**
- October 10 Popcorn System Wrap up Seminar at Modesto Service Center for all new kernels and those who need help with their Scout totals. This step is important for prizes and incentives.
- October 15-19 Show & Sell ends & "Take Order" orders placed in Trails End system.
New this year, you have one week to turn in Popcorn and make your payment. You must make an appointment for one of those days.
- October 19 **Last Day to return unsold Popcorn otherwise it is your popcorn.**
- October 19 Place Take Orders in the Trails End System
- Nov 7 Take Order sale popcorn distribution
- Nov 22 **TAKE ORDER FINAL PAYMENT DUE & SCHOLARSHIP FORMS**





Commission

Base 26%

- 1% For attending key leader meeting on May 18th or May 29th
 - ⇒ Scout/cub master, assistant scout/cub master, or Committee Chair need to attend
 - ⇒ We encourage the Secretary to attend to help understand how the money will be handled
- 1% For attending Kernel Orientation on May 18th or May 29th
 - ⇒ Unit Popcorn Kernel need to attend
 - ⇒ Assistant Popcorn Kernel and other popcorn volunteers are encouraged to attend
- 1% Strategizing Meeting completed by July 19
 - ⇒ Appointment must be made with Kelly or Robin
 - ⇒ Go to **website coming soon** to schedule an appointment
- 1% Unit and all scouts in system by August 25
 - ⇒ **Need to have current Kernel information on account**
- 1% For Show and Sell Orders submitted by July 20

1% For committed stretch goal from Strategizing Meeting reached by October 19

- 1% Final for Show and Sell payment by October 19.
 - ⇒ Reminder: NO CREDIT CARD PAYMENTS at Council level (unless unit pays 5% convenience fee)
 - ⇒ Appointment must be made

BONUS: 2% For below requirements completed on time:

- ⇒ Planning meeting by July 19
- ⇒ Take Orders Submitted by October 19
- ⇒ Unused popcorn turned in by October 19
- ⇒ Final Show and Sell payment turned in by October 19

-2% if returned popcorn is more than 10%

-2% for late payment received after October 19 (Show and Sell)

-2% for late payment received after November 22

Double Bonus – Commit AND Reach 7% stretch goal and total sale is above \$2,000 your unit will receive \$200 for Gold Dust Scout Shop.
(Unit Account Deposit only)

2019 Council and Trail's End Incentive Program

Popcorn Jedi Grand Master	Popcorn Jedi Prophet	Popcorn Jedi Master	Popcorn Jedi Adept	Popcorn Jedi Warden	Popcorn Jedi Vanguard	Popcorn Jedi Knight	Popcorn Jedi Padawan
Sell \$15,000+	Sell \$10,000	Sell \$7,500	Sell \$5,000	Sell \$3,500	Sell \$2,500	Sell \$1,500	Sell \$1,000
◆ Council Strip Patch	◆ Council Strip Patch	◆ Council Strip Patch	◆ Council Strip Patch	◆ Council Strip Patch	◆ Council Strip Patch	◆ Council Strip Patch	◆ Council Strip Patch
◆ \$500 Scout Bucks towards any Council Event*	◆ \$450 Scout Bucks towards any Council Event*	◆ \$400 Scout Bucks towards any Council Event*	◆ \$375 Scout Bucks towards any Council Event*	◆ \$350 Scout Bucks towards any Council Event*	◆ \$250 Scout Bucks towards any Council Event*	◆ \$150 Scout Bucks towards any Council Event*	◆ \$100 Scout Bucks towards any Council Event*
◆ 8% of sales Amazon Gift Card	◆ \$800 Amazon Gift Card	◆ \$550 Amazon Gift Card	◆ \$350 Amazon Gift Card	◆ \$225 Amazon Gift Card	◆ \$150 Amazon Gift Card	◆ \$75 Amazon Gift Card	◆ \$45 Amazon Gift Card
◆ 6 tickets to the Jedi Club**	◆ 6 tickets to the Jedi Club**	◆ 5 tickets to the Jedi Club**	◆ 4 tickets to the Jedi Club**	◆ 3 tickets to the Jedi Club**	◆ 2 tickets to the Jedi Club**		
◆ 2 tickets Hockey Game March 28	◆ 2 tickets Hockey Game March 28	◆ 2 tickets Hockey Game March 28	◆ 2 tickets Hockey Game March 28	◆ 2 tickets Hockey Game March 28	◆ 2 tickets Hockey Game March 28		
◆ COLLEGE SCHOLARSHIP - 6% of all sales go to Trails End Scholarship Fund for your scout!	◆ COLLEGE SCHOLARSHIP - 6% of all sales go to Trails End Scholarship Fund for your scout!	◆ COLLEGE SCHOLARSHIP - 6% of all sales go to Trails End Scholarship Fund for your scout!	◆ COLLEGE SCHOLARSHIP - 6% of all sales go to Trails End Scholarship Fund for your scout!	◆ COLLEGE SCHOLARSHIP - 6% of all sales go to Trails End Scholarship Fund for your scout!	◆ COLLEGE SCHOLARSHIP - 6% of all sales go to Trails End Scholarship Fund for your scout!	*Scout Bucks can be used by the Scout's Family; will expire 12/31/2020	**Jedi Club equals to a showing of <i>Star Wars: The Rise of Skywalker</i> 12/2020
◆ \$300 Gift Card to Bass Pro Shop	◆ \$200 Gift Card to Bass Pro Shop	◆ \$100 Gift Card to Bass Pro Shop					

Incentive Explanations

Jedi Club

- Tickets to Star Wars: The Rise of Skywalker
- Working on a possible private showing for GYC
- Possible snack to enjoy at the during the showing

The goal is to have this event before the end of December working on opening week! BUT we are still working on the details!

Scout Bucks

Scout Bucks can be used for any GREATER YOSEMITE COUNCIL Event by the SCOUT FAMILY! Its not just the scout that will get a chance to use the bucks!

IDEAS ON WHAT CAN THEY BE USED FOR:

- GYC Summer Camp
 - NYLT
 - Camporees
 - Mom and Son Camp
 - Exploration Camp
 - Merit Badge Midway's
 - Day Camps
 - Adult/youth training
- What can you think of?

WHAT CAN THEY NOT BE USED FOR:

- Other Summer Camps in other councils
 - The Scout Shop
 - To Pay Dues
- Any events outside of council
 - Unit ran events or fees

**Scout Bucks are coupons that will be valid from
1/1/2020 – 12/31/2020**

THE PRODUCT LINE FOR 2019

\$25.00-\$55.00

- Chocolate Lover's Tin \$55.00
- Gold Military Donation \$50.00
- Silver Military Donation \$30.00
- Cheese Lover's \$30.00
- Chocolatey Caramel Crunch \$25.00
- Salted Caramel Corn \$25.00

\$20.00

- Premium Caramel Corn with Almonds & Pecans \$20.00
- White Cheddar Cheese \$20.00
- Jalapeno Cheddar Cheese \$20.00
- 18-pack Butter \$20.00
- 18-pack Kettle Corn \$20.00

\$10.00-\$15.00

- Small Caramel Corn \$10.00
- Popping Corn \$10.00

Important Packaging Update for 2019

White Cheddar AND Jalapeno - \$20

- Bigger bag – 9oz! More cheese!
+\$5 (33%) retail; +71% in size; only +66% in council price



Online Selling

The #1 online fundraising platform for Scouts.
Reach friends & family outside of your community.

Benefits for units:

- No risk of excess inventory.
- No handling product.
- No cash collection.
- No extra work!



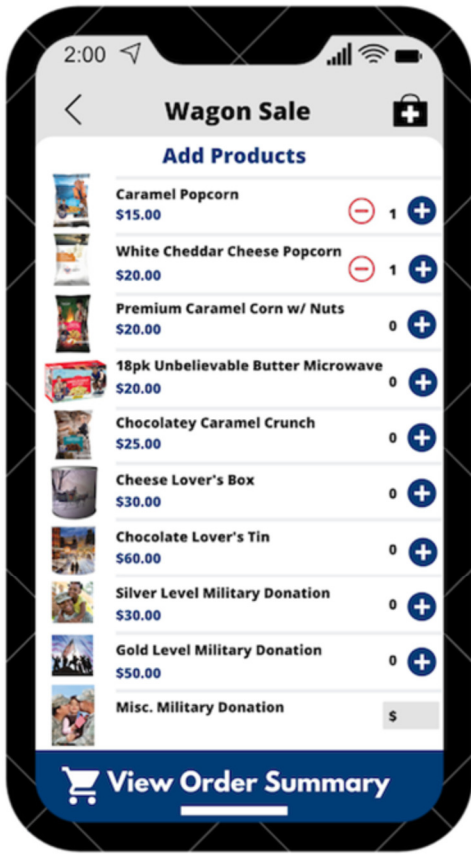
Benefits for Scouts:

- FREE SHIPPING on all orders
- Higher sales - average online sale \$73 vs \$22 face-to-face.
- More product variety.
- Sales count toward Scout Rewards and Trail's End Scholarship.
- Access to special Trail's End online promotions and rewards.

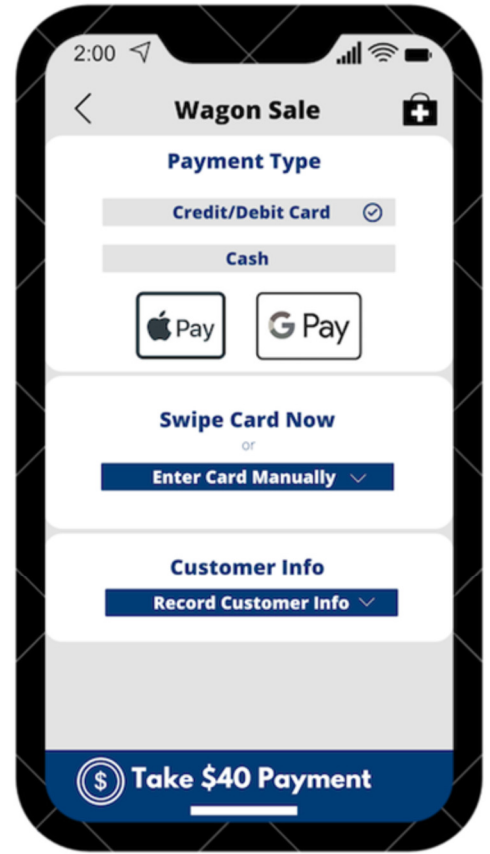
Trail's End App

- Mobile App for Scouts to accept and record cash and credit cards sales. Thus allowing Units to track and report sales real-time.
- Mobile App allows Units to track inventory by Scout and Storefront; App will also schedule and assign Scouts to storefront shifts (huge timesaver!).
- Mobile App allows Council's to see real-time Unit/Scout sales (cash vs cc), thus allowing Councils the ability to track inventory and 'sell-thru' by Unit & Scout
- Key Benefits:
 - NO credit card processing fees
 - Every Scout can do credit card sales (20% higher vs cash).
 - Square payment processing for ultimate reliability.
 - Trail's End to provide and pay for following Square readers:
 - For every \$10,000+ a unit sold in 2018 - 5 readers.
 - For every \$5,000+ unit that registers in UCT - 1 reader.
 - For every Scout who sold \$3,500+ in 2018 - 1 reader.
 - Unit can communicate w/ Scouts regarding reward levels & encourages goal achievement!
 - Automatically tracks sales for individual Scout Rewards - no more paper-

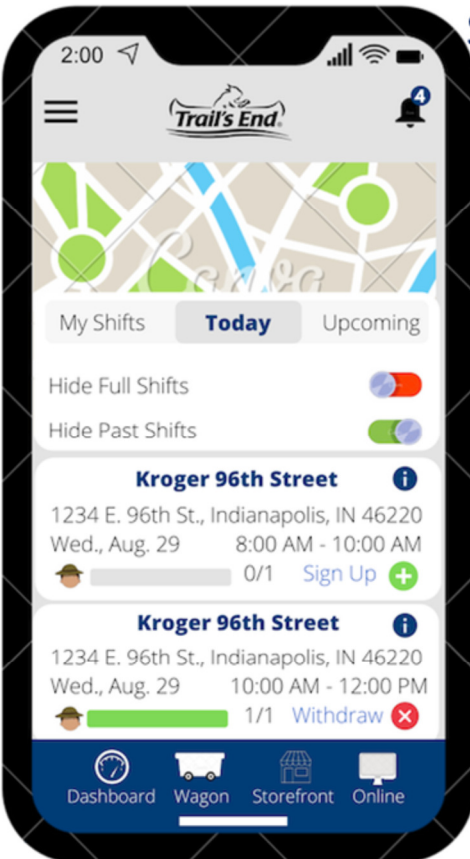




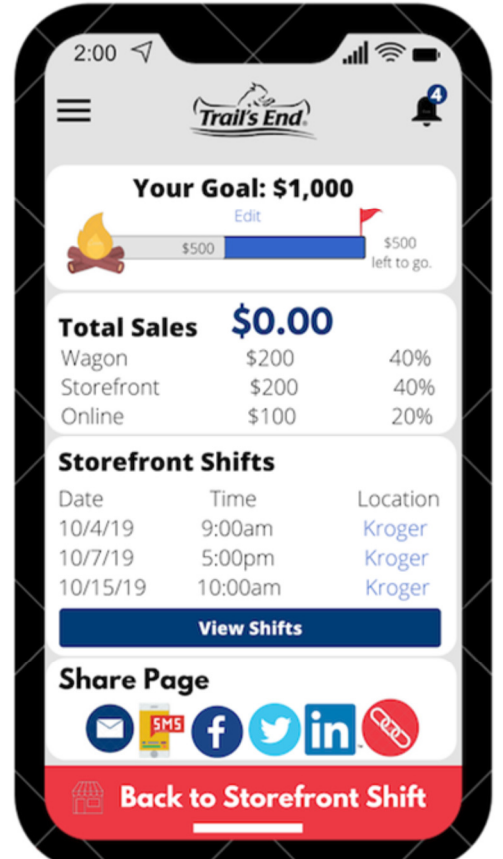
Point of Sale



Payment



Storefront Scheduling



Sale Tracking



MYSCOUT ADVENTURES PATH TO ADVANCEMENT

CUB SCOUT ADVANCEMENT OPPORTUNITIES



TIGERS



Curiosity, Intrigue and Magical Mysteries

Create a secret code to use during your Popcorn Sale **(Req. 4)**



Stories in Shapes

Create an art piece advertising your Popcorn Sale **(Req. 1b)**



Tiger Tales

Create your own Tall Tale about your Popcorn Sale **(Req. 2)**



WOLVES



Howling at the Moon

Pick one of the four forms of communication **(Req. 1)** and create a Popcorn Skit **(Req. 2)**



Paws on the Path

Tell what the Buddy System is and why you need to use it during your Popcorn Sale **(Req. 2)**



BEARS



Baloo the Builder

Select and build one useful and one fun project for your Popcorn Sale **(Req. 3)**



WEBELOS



Art Explosion

Create a Popcorn Sale poster **(Req. 3f)** or a T-shirt or hat **(Req. 3g)** for display at your Show 'n' Sell



Build It

Create and build a carpentry project to advertise your Popcorn Sale **(Req. 2)**
List all the tools you used to build it **(Req. 3)**
Check which ones you've used for the first time **(Req. 4)**



Movie Making

Create a story about your Popcorn Sale and do ALL requirements for Movie Making **(Req. 1-3)**

MERIT BADGE OPPORTUNITIES



Art

For requirements 5a – Produce a Popcorn Sale poster for display.



Communication

For requirement 2b – Make a Popcorn Sales presentation to your counselor.
For requirement 6 – Show your counselor how you would teach others to sell Popcorn.



Digital Technology

For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn.
For requirements 4d – Don't forget the Trail's End Digital Selling App.



Graphic Arts

For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



Journalism

For requirements 3d – Create a 200 word article about your Troop's Popcorn Sale.



Movie Making

For requirements 2 – Create a storyboard and video designed to show how to sell popcorn.



Personal Management

For requirements 5, 8, 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities.



Photography

For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale. **(Req. 7)**



Plant Science

With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed. **(Requirements 8a and 8b-Corn Option)**



Public Speaking

For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop.



Salesmanship

All requirements for this merit badge may be completed through the Popcorn Sale.



Truck Transportaion

For requirement 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment.

For information or help related to your popcorn sales efforts, you may call or email your Council Popcorn Kernel or Council Kernel Staff:

Kelly Osterhout - Council Kernel Volunteer
kelly@bluesierrafarms.com
(209) 614-6194

Robin Wilson - Council Kernel
robin.wilson@scouting.org
(209) 566-7702

