

# 2017 Unit Sale Planning Guide

Revised 5/19/2017

### 2017 Unit Popcorn Sales Guide

Congratulations! You and your Scouts sold more than \$533,000 to fund your unit's programs in 2016, engineering the largest sale in the council's history. Well Done! We now have several units in each district with sales levels in excess of \$25,000. We even had one unit sell more than \$75,000. 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 2017. We are confident that if you follow all of the provided steps, 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 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 the Council Staff stand ready to assist you in having the greatest sale ever!

See you at the leaders meetings!

Sincerely,

Suzanne Antirien Council Popcorn Kernel

Greater Yosemite Council, Boy Scouts of America 4031 Technology Drive, Modesto CA 95356 209-545-6320 www.yosemitescouting.org

### 8 STEPS TO SUCCESS





- **Develop an ANNUAL PROGRAM PLAN AND BUDGET with input from parents and Scouts.** Have key unit leadership attend one of the Budget Building Seminars on May 15 or 20.
- 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 4 sales methods Take Order, Show & Sell, Show & Deliver, Online.
- Attend the COUNCIL KICKOFF at Funworks in Modesto, August 11, 2017 6:00pm-9:00pm.
- Use NEW METHODS in 2017. Study the successful units in our council and elsewhere, and copy what they do. You can't expect better results if you don't incorporate new techniques and methods. Most of all: Believe that you can!
- COMMUNICATE FREQUENTLY with scouts and family members.





### Increase your sales

- Focus on **Take Order Sales**. Have the scouts sell to everyone that they know and encourage parents to do the same. Encourage your boys 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 boy, den, pack/troop successes as you achieve each benchmark. This will Keep the boys engaged and motivated throughout the sale.
- Conduct **Sales Training** for site sales and teach the Boys how to more effectively interact with customers.
- Encourage your boys to earn a \_\_\_\_\_ or \_\_\_\_ and the other \$600 incentives.
- Remember that door-to-door sales produce \$150 of popcorn sales per hour!



## Four SELLING OPTIONS: Show & Sell - Show & Deliver - Take order - Online PARTICIPATE IN ALL FOUR AND EARN MORE!



# 2017 TIMETABLE

Worth	May 15	Key Leadership briefing at the Modesto Service Center
WORTH 1% commission	May 20	Key Leadership briefing North /Central at LDS Church on Don Ave
	June 5	Unit Kernel orientation meeting at Modesto Service Center
WORTH 1% commission	June 14	Unit Kernel orientation meeting in Angels Camp. Roundtable Pizza. 27 N. Main Street. Angels Camp. 6:30pm.
	June 20	Unit Kernel orientation meeting North at LDS Church on Don Ave
Worth • 1%	June & July	Conduct sales strategizing meetings with staff or District kernel
commission	July 21	Popcorn Show & Sell orders due
	August 10	Show & Sell (Show & Deliver) product distribution. (Sale begins) $\Rightarrow$ North Distribution Site: TBD $\Rightarrow$ Central/South Distribution Site: Cummins—1030 Kansas Ave in Modesto
	August 11	Popcorn Sale Kickoff at Funworks in Modesto open to all scouts and leaders.
	2	
\$	October 16	Popcorn System Wrap up Seminar at Modesto Service Center (Optional)
arphi	October 20	Show & Sell ends & "Take Order" orders placed in Trails end system. <i>Show &amp; Sell payment due at this time</i>
	October 20	Last Day to return unsold Popcorn
\$	Nov 8	Take Order sale popcorn distribution
Ψ	Dec 1	TAKE ORDER FINAL PAYMENT DUE. & FINAL PRIZE ORDER DEADLINE Remember, we need your Council incentive forms at this time!





# **Commission & Incentives**

### **D** Units Earn Up To 35% Commission:

- Base is 27%
- 1% more for unit leaders attending Key Leader Briefing (not Popcorn Kernel)
- 1% more for Unit Popcorn Kernel attending one June Unit Kernel Orientation
- 1% more for conducting a planning session with district Kernel or Executive Staff
- 1% more for returning less than 10% of your Show & Sell inventory (based on sum (dollars) of all Show & Sell orders placed)
- 3% more for selling 3% more than last year (minimum of \$400)
- 1% more for turning in all required incentive forms and having trails-end updated with accurate scout information
- -1.5% loss for not paying by December 1 (all prizes will be held until forms and payments are brought to the council office)
- -1.5% loss if not paid by December 15th (again all prizes will be held until forms and payments are brought to the council office)

# *§* <u>ACCOUNT SETTLEMENT</u>

Unit accounts must be settled NO LATER THAN October 21 for Show & Sell and December 1 for Take Order. Units must settle their accounts with ONE check made payable to the Greater Yosemite Council.

NO CREDIT CARD PAYMENTS!! (unless unit pays 5% convenience fee)

Units keep commissions and only pay the balance owed.

Additional Show & Sell orders placed after your initial order must be accompanied with 50% payment (based on retail value of product ordered).

**December 1st is also the FINAL deadline for prize orders and Council Incentive Forms**. Please make sure that all prize orders (including patches, pins, \$600 incentive) are submitted by this deadline. **Prize orders cannot be submitted after this deadline.** Unit commissions will not be adjusted after this date.

Proper popcorn account settlement means all dollars must be receipted at one of the Council Service Centers (Modesto or Stockton) in accordance with rules and deadlines set forth in this document.

# Set Individual Scout Goals and increase sales by 30%

# **Extra Scout Prizes & Incentives**



1. Sell any Item: Scout receives the 2017 Popcorn Sales Patch



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2. Military Donation \$100+ Achiever: Scouts that collect a minimum of \$100 in Military Donations will receive a special Themed Council Strip.

### 3. \$600 Club:

 Cub Scouts will receive a Firetekbow Rocket and Boy Scouts will receive a Camp Cook Set.



- a \$600 Achiever.
- a \$100 credit good towards any 1 Greater Yosemite Council summer camp program.

#### 4. \$1,000:

- The Scout joins the Exclusive K Club. Membership includes....
- A personalized K Club t-shirt with all the members' names on it
- An invitation for himself to an exclusive K Club Party—Bowling Party on January 27
- The Scout earns a Top Seller Pin to complete the sale patch
- 5. \$1.500:
  - The Scout receives full tuition to any 1 GYC Summer Camp program.
    - The Scout will have the opportunity to participate in the exclusive Spin to Win at the Bowling Party

- 6. 2,500: The first time this level is reached the Scout will qualify for the college scholarship program. 6% of all sales in the years following accumulate in the Scout's Fund.
  - Two tickets to the Stockton Heat. •







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

<u>Council Support</u> Sonya Greene Robin Wilson Suzanne Antirien Harold Howard	<u>sonya.greene@scouting.org</u> <u>robin.wilson@scouting.org</u> jeanandsuzie@yahoo.com pah33@yahoo.com	(209) 566-7701 (209) 566-7702 (209) 589-8472 (209) 484-3652
Gold Country District District Advisor: TBD		(209) 566-7720
<u>Sierra Valley District</u> District Advisor: Steve Olson	stephen.olson@scouting.org	(209) 566-7707
<u>Rio del Oro District</u> District Advisor: Nicholas Rae	nicholas.rae@scouting.org	(209) 566-7710





# Scouting<sup>®</sup>...it's more than Activities, Adventure, and Character Development... it's who we are!





# HOW TO ORDER YOUR UNIT'S POPCORN & PRIZES

*Popcorn and prize orders must be submitted online at: <u>www.sell.trails-end.com.</u>* 



Order Show & Sell, Show & Deliver and Take Order Popcorn Online at: <u>www.sell.trails-end.com</u>

*Prize Order Form (online)* Once you have compiled your prize needs, order online at <u>www.sell.trails-end.com</u>

The following forms need to be submitted via fax, mail or hand-delivered to either Scout Service Center by December 1.

THESE FORMS ARE AVAILABLE ON THE KERNEL'S KORNER WEBPAGE: www.yosemitescouting.org > Support Scouting

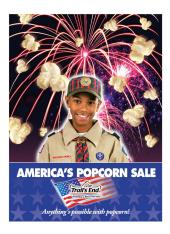
*Council Incentive Form.* The \$600, \$1,000 and \$1,500 levels indicating which camp the scout will be attending. <u>The scout must choose only one camp to apply this</u> <u>recognition</u>.

*Military Popcorn Donation Incentive Form.* The Unit Kernel must complete and submit this form by the prize deadline.

*\$2500 Scholarship Award Recipient Form* Fill out for each scout that achieves this level or has achieved it in a prior year.

### Try the following ideas:

- All scouts who reach their sales goals get to throw pies in the leader's faces.
- Flat Screen TV for top unit salesman.
- Give a gift certificate at the end of the 1<sup>st</sup> week's sale to the top sellers.
- Have a pizza party for the top selling den/patrol.
- Have a small prize for 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.



# **MYSCOUT ADVENTURES PATH TO ADVANCEMENT**

### **CUB SCOUT ADVANCEMENT OPPORTUNITIES**

### **MERIT BADGE OPPORTUNITIES**

best way to unload the shipment.

0	TIGERS			Art	<b>For requirements 5a</b> – Produce a Popcorn Sale poster for display.
<b>₩</b>	Curiosity, Intrigue and Magical Mysteries	Create a secret code to use during your Popcorn Sale <b>(Req. 4)</b>		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.
1	Stories in Shapes	Create an art piece advertising your Popcorn Sale <b>(Req. 1b)</b>		Digital	For requirements 6d – Create a report on what you and your troop can do with the
	Tiger Tales	Create your own Tall Tale about your Popcorn Sale <b>(Req. 2)</b>		Technology	funds earned from selling Popcorn. <b>For requirements 4d</b> – Don't forget the Trail's End Digital Selling App.
	WOLVES	Pick one of the four forms of		Graphic Arts	<b>For requirements 3 and 4</b> – 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.
2	Howling at the Moon	communication ( <b>Req. 1</b> ) and create a Popcorn Skit ( <b>Req. 2</b> )		Journalism	For requirements 3d – Create a 200 word article about your Troop's Popcorn Sale.
** **	Paws on the Path	Tell what the Buddy System is and why you need to use it during your Popcorn Sale <b>(Req. 2)</b>		Movie Making	For requirements 2 – Create a storyboard and video designed to show how to sell popcorn.
BEAR	BEARS			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.
	Baloo the Builder	Select and build one useful and one fun project for your Popcorn Sale <b>(Req. 3)</b>		Photography	<b>For requirement 5a, b, f</b> – 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. <b>(Req. 7)</b>
	Art Explosion	Create a Popcorn Sale poster <b>(Req. 3f)</b> or a T-shirt or hat <b>(Req. 3g)</b> for display at your Show 'n' Sell		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)
ଇ	Duild M	Create and build a carpentry project to advertise your Popcorn Sale <b>(Req. 2)</b> List all the tools you used to build it		Public Speaking	<b>For requirement 2</b> – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop.
3	Build It	(Req. 3)	SALE	Salesmanship	<b>All requirements</b> for this merit badge may be completed through the Popcorn Sale.
	Movie Making	Create a story about your Popcorn Sale and do ALL requirements for Movie Making <b>(Req. 1-3)</b>		Truck Transportaion	<b>For requirement 10</b> – 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

#### **THE PRODUCT LINE FOR 2017**

#### \$25.00-\$60.00

### \$20.00

- Chocolate Lover's Tin \$60.00
- Gold Military Donation \$50.00
- Silver Military Donation \$30.00
- Cheese Lover's \$30.00
- White Chocolatey Pretzels \$25.00
- Chocolatey Caramel Crunch \$25.00
- Salted Caramel Corn \$25.00
- Premium Caramel Corn with almonds & Pecans \$20.00
- 18-pack Butter
- 18-pack Kettle Corn \$20.00

#### \$10.00-\$15.00

• White Cheddar Cheese \$15.00

•

\$20.00

- Jalapeno Cheddar Cheese
  - \$15.00
- Small Caramel Corn \$10.00
- Popping Corn \$10.00

## **Important Packaging Update for 2017!**





# 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 coordinator.

See the Trails-End website for great online sales training and resources. www.sell.trails-end.com



#### 2017 Unit Fall Popcorn Commitment Form WHY PARTICIPATE?

#### It is easy

- > There is no risk for your unit with the take-order process, there's no up-front money, unsold product or risk
- Scouts earn great prizes

• Base is 27%.

- Can be used as your only fundraiser all year
- > Online ordering and sale support makes this the simplest, easiest, most profitable fund-raiser
- On average, 70% goes back into Scouting

#### 2017 COMMISSION PLAN

#### UNITS -- EARN UP TO 35% COMMISSION!

- 1% more for unit leaders attending Key Leader Briefing (not Popcorn Kernel) on May 15 or 20.
- 1% more for attending Unit Kernel Orientation on June 5th, 14th, or 20th.
- 1% more for conducting a planning session with your District Kernel or Executive Staff.
- 1% more for returning less than 10% of your Show & Sell Inventory (based on sum dollars).
- 3% more for selling 3% more than last year (minimum of \$400).
- 1% more for turning in all required incentive forms and having trails-end updated with accurate scout information.
- -1.5% loss for not paying by December 1<sup>st</sup> (all prizes will be held until forms and payments are brought to the office).
- -1.5% loss for not paying by December 15<sup>th</sup> (again all prizes will be held until forms and payments are brought to the office).

### 2017 Unit Popcorn Commitment

YES! Pack # will participate in		Contract in a second state	of	Gold C	ountry	Sierra Valley circle correct district	Rio del Oro	District
We will use the			Show	'n Sell	Show	'n Deliver		Online
Preferred mean	ns of Commu	nication:	Phon	e	Emai	circle all that app Text circle all that app	Message	All
Unit Popcorn (	Chair:							
Address:								
City:					CA			
Phone (H/W)					_(Mobi	le)		
e-mail address	i							

Complete and mail/fax this form to the Modesto Service Center Greater Yosemite Council. Attn. Robin 4031 Technology Dr. Modesto, CA 95356 Fax: (209)545-6321 Email: robin.wilson@scouting.org It is the responsibility of the individual Scout family to insure the incentive form is filled out and submitted to the Council by the specified deadline. It is also the family's responsibility to make sure the incentive is applied to the requested camp. Incentive amounts may be transferred but not split.

### Greater Yosemite Council 2017 Popcorn Sale Individual Scout Incentive Form

This form n	nust be received by either S	cout Service Center b	Decen	iber 1
By mail:	Greater Yosemite Council	4031 Technology Dr	Modesto	95356
	By fax: (209) 545-6321 or E	mail: robin.wilson@sco	uting.org	

Scout Information	District (circle one): GC SV RdO Type of Unit (circle one): Pack Troop Team Crew Ship Other Unit Number Last Name First Name Address
Scout	City ZipPhone
Adult	Relationship (circle one):       Parent       Relative       Unit Leader         Last Name
Responsible Adult Info	Address Zip
×	PhoneE-mail Scout's Popcorn Sales Total: (Take-Order + Show & Sett + Online) Incentives Scout has qualified for (check all that apply):
	00 Level \$100 credit towards any 2017 GYC summer camp program
	Check which camp the scout will be attending: O Day Camp O Cub Adventure Camp @McConnell O Webelos Adventure Camp @ Mensinger O Boy Scout Resident Camp @ Mensinger O National Youth Leadership Training @ Camp McConnell
	Club (for selling \$1,000 or more) Scout's t-shirt size (circle one): YS YM YL AS AM AL XL XXL o January 27 at McHenry Bowl
	500 Level Turn the above \$100 credit into full tuition to one of the above-listed camps (for Webelos and Cub venture this would also include one adult tuition to be used by their parent/guardian).
	500 Spin to Win
<b>\$1,</b>	



## 2017 GYC Military Popcorn Donation Incentive Form

Unit Type:	Pack	Troop	Crew	Unit#	District:	GC	SV	RdO	
Popcorn Kerr	nel/Unit L	eader Na	me:						_
E-mail:					Cell:				_

### UNIT GRAND TOTAL OF ALL 2016 MILITARY DONATIONS COLLECTED:

Directions: List below each Scout that meets the minimum \$100 in Military Donations requirement. Also list Leaders for each four qualifying Scouts.

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If extra lines are needed simply use a second form and label them "1 of 2" and "2 of 2."

Council Use Only							
Date Received	Sales Verified						