

SIMON KENTON COUNCIL, Boy Scouts of America



2009

Popcorn

Unit Leader Guide Book



FACTS I NEED TO KNOW

My **District** Kernel's Name _____

Address _____

City _____ State _____ ZIP _____

Home Phone _____ Work Phone _____

Email Address _____



My **District** Assistant Kernel's Name _____

Address _____

City _____ State _____ ZIP _____

Home Phone _____ Work Phone _____

Email Address _____

My District Show & Deliver Pick-up Location

Show & Deliver _____ Date of Pick-up: _____ Time of Pick-up: _____

Location Name _____

Address _____

Contact Phone _____

Directions to this location _____

My District Take Order Pick-up Location

Take Order _____ Date of Pick-up: _____ Time of Pick-up: _____

Location Name _____

Address _____

Contact Phone _____

Directions to this location _____



Council Contact information:

Popcorn questions (614)436-7200 or (800) 433-4051 ext.215

Fax: (614)436-7917 Email: sgallagh@skcbsa.org

Need extra forms?

Go to www.skcbsa.org and click on the popcorn link!



Guide Book

Guarantee your Unit a successful Popcorn Sale

1. Watch the Popcorn Sale Training Video Clips online at www.trails-end.com
2. Follow the simple bullets on the enclosed forms

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Sell Popcorn!



- **Raise all the Money** your unit needs to fund its ENTIRE Program with the Trail's End Popcorn Sale as the one and only fundraiser
- **Trail's End returns over 70%** of the money raised to Scouting to support your Unit, Scout families, and local council
- **The Ideal Year of Scouting** will help you achieve your unit's dreams in Scouting and get more parents involved in the program
- **Proven Product Quality** with 2 out of 3 people buying when asked 92% of customers saying they would buy again
- **Teach Scouts the life lesson** of earning their own way



Leader Fact Sheet

Follow these 5 steps for a Successful Popcorn Sale!

- 1) Establish an annual **plan and budget** with input from your **Scouts and parents**.
- 2) Set a **unit popcorn sale goal**, and break that goal down to a **per scout goal** based on the plan and budget.
- 3) Put together an exciting incentive program for your unit on top of council and Trail's End prizes.

Try the following ideas:

- All Scouts who reach their sale goals get to throw pies in the leader's face
 - Give a gift certificate to the 1st week top seller
 - Have pizza party for the top selling Den
 - Have a small prize for all 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
- 4) Conduct a FUN Unit Popcorn Kickoff to communicate the Program and Per Scout Popcorn Sale Goal to the Scout Families. Be sure to take advantage of the helpful training materials at trails-end.com including the online kickoff training videos and "Kickoff in a Box."
 - 5) Utilize all sales methods to make sure your Unit and Scouts hit their sale goals:
 - Take Order
 - Show and Deliver
 - Show and Sell
 - Parents Selling at Work
 - www.trails-end.com



Unit Popcorn Kickoff

Follow these 5 steps for a Successful Kickoff!

- 1) Watch the kickoff training videos available at trails-end.com to learn the best way of conducting your Popcorn Kickoff.
- 2) Use the proceeds you will earn from the popcorn sale to purchase the Trail's End "Kickoff in a Box."
- 3) Order wristbands and diplomas at trails-end.com based on the number of Scouts in your unit. Feel free to order other promotional items to motivate your Scouts, parents and leaders.
- 4) Follow the agenda and script from the "Kickoff in a Box," which will include:
 - a. Having FUN!
 - b. Previewing the upcoming Scouting Program and explaining to the families how the entire program can be funded with one fundraiser, the Trail's End Popcorn Sale.
 - c. Communicating the Per Scout Sale Goals and having the boys write their goals on the Take Order Forms.
 - d. Explain the sales methods to be used and have the families write in the dates for the blitz days.
 - e. Review safety tips and the script to be used when selling.
 - f. Showcase the unit incentive program and have actual prizes on display to show the Scouts what they can earn for selling popcorn.
- 5) Show the Youth Training DVD and make sure your Scouts and parents leave the popcorn kickoff excited and ready to sell popcorn!



Family Fact Sheet

Remember these 5 items for a Successful Popcorn Sale!

1) List 5 things in your Scouting Program to be funded with Trail's End Popcorn this year:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

2) Write in the Scout Popcorn Sales Goal:

Scout Popcorn Sales Goal \$ _____

Have your son write his goal on the Take Order Form.

3) Have your son look at the Prize Program and decide what prize level he wants to shoot for. Pick a Prize level that exceeds his Scout Popcorn Sales Goal listed in #2

**Don't forget to ask your leader about the Trail's End National Prize Program and Scholarship Program*

4) Have your Scout watch the online Youth Training video available at trails-end.com and use the following script when selling:

Hi, my name is (first name only). I'm a Scout with Pack _____. I'm selling popcorn to help pay for the things I want to do in Cub Scouts. You can help by buying some of our delicious popcorn. You'll help me won't you?

5) List the Key Dates for this year's Popcorn Sale:

- a. Blitz Day(s) _____
- b. Order Turn in Date _____
- c. Popcorn Pickup _____
- d. Money Collection _____



Popcorn Blitz Days

Follow these 5 steps for a Successful Unit Activity!

1) Watch online Training Videos at trails-end.com to learn the best way to conduct a blitz day.

2) Schedule one blitz day each week throughout the sale:

Week 1 _____

Week 2 _____

Week 3 _____

Week 4 _____

Week 5 _____

Week 6 _____

3) Communicate the blitz day dates at the Popcorn Kickoff

Have Scout families sign up to sell at least one of the blitz days while ensuring each blitz day has enough parental supervision

4) Communicate the sales goals to the Scouts for the day, then target neighborhoods throughout the community you know have not been covered by a Scout unit

5) Utilize Show & Deliver or Take Order and blanket these neighborhoods with the boys selling in teams of two to four

Award prizes at the end of the day to the top sellers



2009 POPCORN CALENDAR

SEPTEMBER 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 SHOW & DELIVER ORDERS DUE	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 SHOW & DELIVER PICK-UP SALE BEGINS
20	21	22	23	24	25	26 EXCHANGE DAY
27	28	29	30			

OCTOBER 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 EXCHANGE DAY
4	5	6	7	8	9	10 EXCHANGE DAY
11	12	13	14	15	16	17 EXCHANGE DAY
18	19	20	21	22	23	24 EXCHANGE DAY
25	26	27	28	29	30	31 EXCHANGE DAY

September 4- (4:00PM) Show & Deliver orders due
 19- Show & Deliver Pick-Up
 19- Sale Starts
 26- Exchange Day

Entire Month- SELL, SELL, SELL
 October 3, 10, 17, 24, and 31- Exchange Days

NOVEMBER 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7 EXCHANGE DAY
8	9	10	11	12	13	14 HOCKEY FEST ONLINE FORMS DUE
15 SHOW & DELIVER RETURN/PAYMENT DUE/ TAKE ORDER PICKUP	16	17	18 TAKE ORDER DUE	19	20	21
22	23	24	25	26	27	28
29	30					

November 1-14- SELL, SELL and SELL some more
 7- Exchange Day
 15- SHOW & DELIVER PAYMENT DUE
 15- Show & Deliver Return/Take Order Pick-Up
 18- Last day to submit take order- By 4:00PM

DECEMBER 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 TAKE ORDER PICK-UP/ LAST DAY TO SUBMIT PRIZE ORDERS AND SCOUT INCENTIVE FORMS
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 FINAL PAYMENT DUE	22 LATE FEES ASSESSED	23	24	25	26
27	28	29	30			

December 5- Take Order Pick-Up, Last Day to submit prize orders and Scout incentive forms
 21- TAKE ORDER PAYMENT DUE
 22- Late fees Assessed



COMMISSION & INCENTIVES

ALL Units Earn 32% Commission AND Free Prizes

PRIZES

- All units will be able to order prizes on the Trail's End program at **no cost to the unit**.
- Prizes motivate and give the sellers, our Scouts, a sales level to strive towards.
- Prize orders need to be ordered either online or submitted to the Council Service Center no later than December 5, 2009. **We will not place prize orders after this date.**
- **All online sales through www.trails-end.com will result in 10% commission for the Scout each time sales totals reach \$250 in the form of an Amazon.com gift card. Units will receive 30% commission from all online sales. Online sales will not count toward individual prizes but will count toward \$1,000, \$1,500 and \$2,500 level incentives.**

INDIVIDUAL SCOUT INCENTIVES

Registered youth members participating in the popcorn sale will be given the chance to earn individual incentives in addition to the prizes earned with the Trail's End prize program.

Because of the timing of the incentive with the Columbus Blue Jackets, this year the registration process will be slightly different than in years past.



The Simon Kenton Council is excited to partner with the Columbus Blue Jackets to provide the most exciting prizes for this year's sale!

The **top ten** selling scouts in the Council will receive two tickets to an upcoming Columbus Blue Jackets game for seating in a luxury suite. At the game, each Scout will receive an autographed item from the Blue Jackets, a visit from Stinger, and have an opportunity for a on the ice photo! The top ten sellers will be identified from the \$2,500 and \$1,500 prize forms submitted by **12/5/2009**.

Columbus Blue Jackets Foundation's Hockey Fest

Carnival and Auction

Prize packages w/ Bow & Mallow!

\$1,000 SELLERS

Hockey Fest is a day of fun and excitement involving Blue Jacket players that will involve games, auctions, tours and autograph sessions. **Scouts who sell a minimum of \$1,000** will be awarded the opportunity to enjoy the day at The Columbus Blue Jacket's Hockey Fest. **Each \$1,000 seller will receive a Bow & Mallow shooter as well as two admission tickets and two \$10 game cards to the Blue Jacket's Hockey Fest.**

**HOCKEY FEST WILL TAKE PLACE AT NATIONWIDE
ARENA ON SUNDAY, NOVEMBER 15, from 12:00 to
6:00p.m. THIS IS THE SAME DAY AS POPCORN RETURN
DAY.**

**ONLINE REGISTRATION FOR HOCKEY FEST MUST BE
COMPLETED AT WWW.SKCBSA.ORG AND SUBMITTED BY
NOVEMBER 14 AT 3:00 p.m.**

**HOCKEY FEST (November 15, 2009) and COCO KEY
FILL-A-FORM PROMOTION**

Each participant who completely fills up a Take Order Form (30 customers) will receive one free admission ticket to Hockey Fest as well as one free admission ticket with discounted family tickets to Coco Key water resorts.

**HOCKEY FEST FILL-A-FORM PROMOTION PARTICIPANTS
MUST REGISTER ONLINE AT WWW.SKCBSA.ORG BY
NOVEMBER 14 AT 3:00 P.M.**

TRAIL'S END PROGRAMS

Fill a Form

Scouts who completely fill a take order form will receive a special patch and certificate from Trails End.

\$1,500 Sale Level

A Scout who reaches \$1500 or more in sales is eligible to receive special recognition from Trails End. The Scout will receive a \$50 gift card to Wal-Mart. This gift card will be sent by UPS directly to the Scout at his home address (please no P.O. boxes).

\$2,500 Sale Level

Any Scout reaching \$2500 or more in sales will receive the \$50 gift card, as well as a college scholarship from Trail's End. This scholarship will be put into the Scout's scholarship account for post-high school education, missionary fund, or clergy fund. Six percent of the gross sale is credited to the Scout's account. Once a Scout qualifies for this scholarship, any additional years' sale will help build the scholarship fund.

ORDERING YOUR PRODUCT

All orders should be placed through www.trails-end.com. Please see the deadlines below for each ordering opportunity. If you need help logging on to www.trails-end.com please contact your district executive, district kernel or Sean Gallagher at sgallagh@skcbsa.org

SHOW & DELIVER

Order deadline: September 4 @ 4pm

TAKE ORDER

Order Deadline: November 18 @ 4pm

PRIZES

Order Deadline: December 5

Prizes can be submitted by December 5 to www.trails-end.com with your unit login. Please see the prize ordering guidelines on the prize form.

Service Center

Columbus Service Center
Chillicothe Service Center
Portsmouth Service Center

Phone

614-436-7200
740-772-6887
740-354-2811

Fax

614-436-7917
740-773-2557
740-354-2812

PAYMENTS

SHOW & DELIVER

Show & Deliver payments are due on November 15 at the popcorn return day.

TAKE ORDER

Take Order payments are due on December 21, 2009, by 4pm. If a unit would like, they may pay for their popcorn by December 21, 2009, or at the time of Take Order pick-up on December 5, 2009.

LATE FEES

On time payment is expected. Payments not received by December 21, 2009, will result in a two percent penalty to your unit's commission, after the initial penalty, another two percent penalty will be accessed on the 15th and 30th of every month following, until the balance is paid in full.



2009 College Scholarship Program



Please submit this completed form to enroll or to report your 2009 sales. To enroll, you must sell at least \$2,500 in a calendar year or meet special promotion requirements.

SALE INFORMATION

SPRING 2009 Traditional Sales (Door-to-Door and Show & Sell): \$_____

FALL 2009 Traditional Sales (Door-to-Door and Show & Sell): \$_____

2009 Online Sales from 7/1/09 through 12/31/09: \$_____

2009 TOTAL SALES: \$_____

SCOUT INFORMATION

Scout's Name: _____ Trails-end.com Scout ID: _____

Qualifying Year: _____ Birth Date: ____/____/____

Social Security Number (for account payout): _____ - _____ - _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: (____) _____ Email Address: _____

Unit Type (Pack/Troop/Post): _____ Unit Number: _____

Council Name: _____ District Name: _____

Council City and State: _____

Council Popcorn Staff Advisor (print name): _____

Council Popcorn Staff Advisor's Signature: _____

OTHER REQUIREMENTS

Please send Trail's End the following documents:

1. This completed form
2. A copy of each Take Order Form used in the Spring and/or Fall Sale
3. A copy of your online sales report from www.trails-end.com

Please email, mail or fax your information to:

Scan and email to:
scholarship@trails-end.com

Mail to:
Trail's End Scholarship Program
14470 Bergen Blvd., Suite 100
Noblesville, IN 46060

Fax to:
317-770-0458

For more information about the Trail's End Scholarship Program, please refer to the Trail's End College Scholarship Program Terms and Conditions.