



2011 Popcorn Reference Guide



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Welcome!

Thank you for participating in the 2011 Great Lakes Council Popcorn Sale! This is the 31st year the Boy Scouts of America has teamed with *Trails End Popcorn* to provide this great fundraising program.

Congratulations on making the choice to have other people help fund your unit's Scouting program and at the same time support the great camps, programs and various other benefits you receive from your council! Our council would not be what it is without the great work of units who take part in the annual popcorn sale.

Units who conduct successful popcorn sales are better prepared to provide great Scouting programs for their youth. The unit funds raised through this program can be used to cover registration fees, provide *Boys' Life* subscriptions, uniforms, trips, activities, awards, day camps, summer camps, and high adventure experiences for your youth, with little or no out-of-pocket expenses for the families.

**Help all of your families save their money by having
100% of your Scouts participate!**

Have a great sale!

Note: The screen shots in this manual are from the spring of 2011. The *Trails End* website is under continual update, so some of the images may differ from those you encounter. Some ordering and scheduling options are not available until other stages of the sale are complete.

Top Changes for 2011!

As with every program, changes are inevitable.
Some changes you can expect to see include:

1. **Multiple warehouse locations to choose from for product pickup/return:**
2. Triple Chocolatey Delight and Kettle Corn have returned and Chocolatey Caramel Crunch has been discontinued.
3. Community blitz day offers sales opportunities to our new Scouts and prizes galore!
4. Drawings for weekly fill it up forms and other new incentives - including gift card choices at every level, a \$600 prize level with a cool Zyclone and a day at D bar A for all Cub and Boy scouts selling over \$750!
5. Online sales count toward incentives just like 'face to face' sales from August 1 through November 3, 2011.
6. Show and Sell returns will be taken in full case increments only. Warehouse staff will be checking any opened returned cases before acceptance. Single container orders will be available for the final take order only.
7. There is a great **new patch** for Military Donations of \$100 or more.
8. Please pay attention to deadlines for product orders, prize orders and payments. Please review calendar so that you do not incur late charges from *Trails-End* or Great Lakes Council.
9. Accepting credit cards is cost prohibitive to both the unit and Council, therefore this form of payment is not accepted. Use of credit card payments for popcorn means 3-5% of gross sales goes to the credit card companies, not to Scouting.

Reminders of things that have not changed:

- Check your e-mail and www.glcscouting.org/popcorn for sale updates and resources.
- Product ordering, pickup/return scheduling and many other aspects of the sale are run online through the council website (Doubleknot) and www.trails-end.com
- If you have logged-on to Doubleknot for events in the past, use the same username and password as before.
- Those chairs returning from the 2010 sale may have the same username and password from Trail's End last year. You will need to reset passwords after you logging in.

The two websites you will use for the popcorn sale are:

www.glcscouting.org

On the Great Lakes Council Web Site, click Popcorn in the Quick Links to get started:

On the Trails End Web Site most of the information and ordering screens you need, can be found by clicking the “Leader” button in the bottom left corner.

www.trails-end.com

Key Contacts and Communications

District Popcorn Chairs - For additional information or questions			
<u>District Name</u>	<u>Contact</u>	<u>Phone</u>	<u>E-mail</u>
CHIPPEWA	Rita Suwinski	248-601-2425	Chippewapopcorn@gmail.com
	Kim Koeppen	586-884-6569	
	George Koeppen	586-884-6569	
	Sue Camarata	586-321-0495	
MAHICAN	Stephanie Flournoy	734-271-5270	mahicanpopcorn@yahoo.com
	Dave Flournoy	313-618-6013	
NORTH STAR	Warren Morche	248-414-6625	creatrlvr@gmail.com
OTTAWA	-	-	ottawapopcorn@gmail.com
PONTIAC MANITO	Jennifer Moore	248-890-3765	ponmankernel@gmail.com
	David Moore	248-890-3765	
RENAISSANCE	Isaiah Lapsley	248-240-7951 248-738-5764	Isaiah.Lapsley@axa-advisors.com
SUNRISE	Denise Fisette	586-776-7205	sunrisepopcorn@yahoo.com
SUNSET	David Bartig	586.482.2660	umpire84@gmail.com
District Professionals - If District Popcorn Chair is unable to help.			
<u>District Name</u>	<u>Contact</u>	<u>Phone</u>	<u>E-mail</u>
CHIPPEWA	Jay Soucy	248-630-7338	jay.soucy@scouting.org
CHIPPEWA	Katie Townsend	248-630-7322	katie.townsend@scouting.org
MAHICAN	Amanda Schmidt	313-361-1294	amanda.schmidt@scouting.org
NORTH STAR	Denver Laabs	248-630-7324	denver.laabs@scouting.org
NORTH STAR	Keegan Springfield	248-630-7339	keegan.springfield@scouting.org
OTTAWA	Anne Bessette	248-630-7320	anne.bessette@scouting.org
OTTAWA	Leon Bell	248-630-7330	leon.bell@scouting.org
PONTIAC MANITO	Jarrold Holmes	248-630-7337	jarrod.holmes@scouting.org
RENAISSANCE	Mike Vangelov	313-361-1288	michael.vangelov@scouting.org
SUNRISE	Chad Veaser	313-361-1292	chad.veaser@scouting.org
SUNRISE	Tiffany Sims	313-361-1286	tiffany.sims@scouting.org
SUNSET	Amy Casey	313-361-1276	amy.casey@scouting.org
Council Popcorn - If you still need help. . . . Give us a call!			
Staff Advisor	Alanna Bonar	313-361-1277 248-630-7320	alanna.bonar@scouting.org
Great Lakes Council Service Centers -			
Dauch Scout Center 1776 West Warren Ave Detroit MI 48208		313-897-1965	COUNCIL WEBSITE: www.glscouting.org/popcorn
Waterford Scout Center 1100 County Center Drive West Waterford MI 48328		248-338-0035	

TO HELP US HELP YOU! When leaving messages please remember to leave your unit number, contact information and a brief summary of your needs.

2011 Key Dates for the Popcorn Sale

AUGUST 2011	S	M	T	W	TH	F	S
		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

5th	Deadline for recruitment of unit kernel
15th	Training – Utica United Methodist Church 8650 Canal Sterling Heights MI 48314
16th	Training - St. Richard's Catholic Church 38410 Cherry Hill Westland MI 48185
17th	Training - Waterford Scout Center 1100 County Center Drive W Waterford MI
18th	Training - Lakeview High School (cafeteria) 21100 E 11 Mile Rd St Clair Shores MI 48081
22nd	Training - First Presbyterian Church 600 N Brady Dearborn MI
23rd	Training- Meadowbrook Congregational 21355 Meadowbrook Rd Novi MI 48375
24th	Training- Our Shepherd Lutheran Church of Birmingham 2225 E 14 Mile Road Birmingham MI
25th	Training - Dauch Scout Center 1776 W Warren Detroit MI

SEPTEMBER 2011	September 2011						
	S	M	T	W	TH	F	S
					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	

September 2011	
2nd	Show and Sell orders due
22nd	Product Staging
23rd	Show and Sell pickups
24th	SALE BEGINS - SHOW AND SELL

OCTOBER 2011	October 2011						
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29

October 2011	
1st	DISTRICT COMMUNITY BLITZ DAY
7th	Additional pickups//must pay 25% of original invoice if picking up
28th	ALL RETURNS AND TAKE ORDERS ARE DUE!
29th	Late product return fees begin

NOVEMBER 2011	November 2011						
			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

November 2011	
3rd	Last day online sales count towards commission.
10th	Product Staging
11th	Take Order Pickup// must pay 25% of original invoice if picking up
30th	ALL PRIZE ORDERS DUE - including submissions for \$750 sellers day

DEC	December 2011						
					1	2	3
	4	5	6	7	8	9	10

December 2011	
6th	FINAL/FULL PAYMENT DUE

Unit Popcorn Kernel

Job Description

Attend a popcorn sale training session.

Work with your unit committee to develop a unit sales goal. Divide your sales goal into a 'per boy' goal.

Coordinate the sale, including show and sell locations and times. Order your product online and schedule someone to do your unit pickup. You do NOT have to be the person doing each pickup, DELEGATE.

Decide due date for your unit to get Take Order forms, money and prize forms. Be sure to give yourself time enough to get your Scout's orders compiled so that you can place your order online. Remind Scouts of money due date for your unit. Be sure checks are payable to your UNIT, NOT TO COUNCIL. Collect and tally money by unit due date. Issue **one** check/money order payable to Great Lakes Council for the "Total Amount Due Council" posted on your invoice.

Collect and total the Scout order forms (Take Order) on designated unit date. Create a summary allowing for deductions for any leftover Show and Sell inventory.

Review the orders and summarize the prizes each Scout is eligible for. Place your product order and prize order online before the deadline. Do NOT wait for the last minute. Give yourself time just in case there are problems. (Your district kernel, director or executive can help!) As you enter your final order, please remember to submit all of your Military Donations.

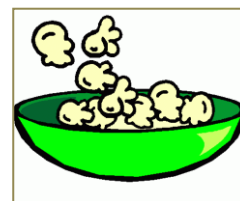
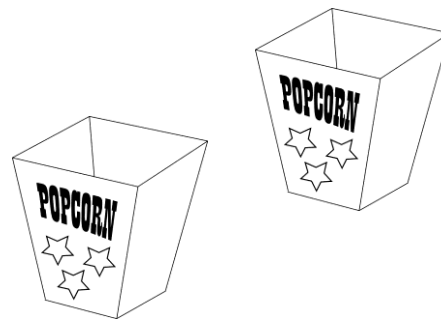
Issue **one** check/money order payable to Great Lakes Council for the "Total Amount Due Council" posted on your invoice. No personal checks will be accepted, Unit accounts only. Late Fees will be assessed on any payment not in by the due date.

Schedule someone in your unit to pick up on designated date and time. Be SURE to have enough vehicle space to accommodate your order. Driver will be expected to verify counts and sign unit order acknowledging receipt. **Once order is signed your unit is responsible for payment.**

Hold a unit kickoff meeting near the date the popcorn sale begins.

Prepare handouts for unit kickoff meeting. Handouts should include:

- Timeline showing your units sale dates, date orders are due, time and place for pickup etc.
- Unit goal and per boy sales goal. (Your district kernel, director or executive can help!)
- Order forms and money envelope.



Helpful Hints for Popcorn Kernels

Money Handling Recommendations:

- Issue a receipt for all product pick-ups, returns, and money collection. Use pre-printed carbon-copy receipt books available at many stores.
- Designate people to help you receive money from product sales. Designate people to handle pickup/distribution of popcorn for the sale. Announce those people to the dens and families. Units should have at LEAST two people monitoring incoming funds from popcorn.
- Involve the unit treasurer in all financial matters.

Important Tips:

- Ask the Scout families to write a check for the cash collected to avoid storing large sums of cash. Make checks payable to the unit.
- Have one location for your product inventory. Inventory should be kept using a running total showing initial balance and all adjustments at the storage site.
- Remind the Scouts and families that all money is due on the assigned date and money for any product not returned is due from them. Delivery and collection is the responsibility of the Scout.
- Publicize the current balance of product and money due from each den and family through a weekly newsletter to the Dens during the product sale. (This will save any questions about the correct amounts owed at the end of the sale.)
- When distributing product to your unit, schedule by den and by family to avoid confusion or paperwork problems. Make sure to give a copy of all signed receipts to the Scout or parents.
- Set a date that is earlier than the council deadlines for orders, returns, and settlements. We suggest no later than Thursday, December 1, 2011.
- Remind families that money for Take Orders is not due to them until delivery of the product. Under any circumstance payment is due to the unit by the established due date. In order to allow units more control over their bottom line, units will be able to order single items on final take order ONLY. Deadline is October 28, 2011.
- Notify the council before you leave the warehouse if you find damaged cases. If you have a problem with product within a case, please call your District Kernel. Do not write anything directly on the product or cases during the sale. Any items with prices, other markings or damage are not acceptable returns to council.

Please remember to use the Scout Law as your guide.



Recruit assistants:

Unit Warehouse Person – This person is the one responsible for storing the boxes between Show and Sells and distribution to the Scouts.

If your popcorn is being stored in a garage or basement, you may want to put it slightly above floor level by using a pallet or other riser. The unit is responsible for all popcorn once the product has left the warehouse. Remember that chocolate-covered products melt. Keep them in an appropriate location. Melted product cannot be returned to the council.

Delivery Person – This assistant is responsible to make certain the product is received to the Show & Sell locations.

Popcorn Pick-up Person – Pick up everything from the show and sells when the day is done (money, signs and remaining product, garbage).

Warehousing and Accounting for Product and Funds

- MAKE SURE THERE IS A RECEIPT FOR EVERYTHING --PRODUCT AND MONEY.
- Have one central warehouse for product (someone's garage or basement) and then give out to a Den/Patrol popcorn parent. Don't forget that the Military Donation Receipts have a certificate number and monetary value.
- Set up Show & Sell packets (product, forms, receipt book, change box, posters) for checkout to dens or patrols.
- Use the "market day" approach when distributing product. Use your school or church.

Sales Incentives

- HAVE A SALES GOAL FOR EACH SCOUT.
- Offer incentives to the dens that make their sales goals. Den leaders appreciate the extra money. Incentives could include museums trips, pizza parties, ice cream socials or tickets to a local event. The incentive could be a pie in your leader's face.
- Offer movie tickets for every Scout that makes his sales goal or cash incentives to each Scout for each dollar increment over goal.

General

- Plan your activities and then set your unit budget (see chapter 4). Knowing how much money your pack/troop/crew needs will help you set your unit fundraising goal. Have a big unit kick-off to pass out all materials provided at the Popcorn Kickoffs and get everyone excited. Include giveaways and prizes. (See chapter 7)
- Control distribution to selling dens/patrols so that one den/patrol does not have control of the entire on-hand product mix.
- Have a popcorn chair for each den.

Ideal Year of Scouting

(Annual Program Planning and Budgeting)

Purpose: To grow the 2011 Popcorn Sale by allowing units to expand their fundraising efforts and provide a fully funded Annual Scouting Program.

Action Plan: 1. Analyze your unit's growth opportunities. 2. Identify and capitalize on high opportunity areas. 3. Execute an Ideal Year of Scouting Plan

June

1. Brainstorm program activities.
 - ❖ Start with a "blank page" every year. Ask the youth and adults "What do you want to do in Scouting this year?"
 - ❖ During brainstorming session, EVERY idea is considered. If someone suggests going backpacking in Alaska, write it down.
 - ❖ Think outside the box.
 - ❖ During brainstorming, do not criticize ideas. If the youth want to have a "video game campout", and the committee doesn't think this is a good idea, express that during the calendar development portion of the program planning, not the brainstorming.
 - ❖ Guide the discussion of the brainstorming portion to make sure all areas of the program are represented (outdoor, service, activities, recruiting, fun, etc.). Share national monthly themes to generate ideas. What can we do for the "space" theme? What can we do for the "Wilderness Survival" theme?
2. Develop an annual program calendar.
 - ❖ Month-by-month. Looking at the council/district calendar and your brainstorming list question: What do we want to do in August? What do we want to do in September?
 - ❖ Pull items off list and place on calendar. Be sure to consider school and community calendars as well to avoid conflicts.
 - ❖ After calendar is developed, divide up activities among the group for "further research". If you want to go to Lost Lake or D-bar-A during the 2nd weekend of November, someone should call the council office to check availability and cost. If you want to go to a hockey game in January, someone should check schedule of games and cost.
 - ❖ At your next committee meeting, finalize calendar and begin putting together budget.

July

3. Developing a budget
 - ❖ Start out with by allowing your program to dictate your budget, not by your budget dictating your program. You can always go back and adjust later if your program is too expensive.
 - ❖ Don't forget to include "operating expenses". This may include the cost of patches/awards, replacement of gear, registration and *Boys' Life* fees, and etc.
 - ❖ Come up with a "per boy" cost of the program.

August

4. Communication to parents

- ❖ Share the annual program plan and budget with parents (in writing). This should include meeting times/dates/locations, special activities, committee meetings, etc. www.glcscouting.org/ProgramPlanning

September

5. Recruit new youth and parents

Hold a school night for Scouting or open house.

- ❖ Share annual program plan.
- ❖ Promote program kickoff



Between September 20 and September 30

6. Program kickoff

Share DETAILS of annual program plan – In October we plan on going on a hayride, have a costume contest, play games such as bobbing for apples, and tell ghost stories around a campfire. In November we plan.....

After going through all 12 months, tell the total cost of the program for the year is \$ _____ . (Let's assume \$250 for this exercise.)

7. Kickoff Popcorn Sale

Goal is to sell \$750 of popcorn (your budget times 3 – approximately).

This is about 50 containers of popcorn (average sale is \$15)

Explain that anything short of this goal will have to be made up in the following ways: •

Dues – if you sell \$250 worth of popcorn they would owe \$167 to participate in 100% of program (1/3 of the difference between sale goal or actual.). Have an option to pay \$14/month (\$167/12). vs. all at once

Pay as you go. If they are \$167 “short” and don't wish to go to day camp (\$45) that would take their “dues” down to \$122 or \$10.16/month

Rest of the year

8. Implementation of plan

• Have fun



Cub Scouts Program Planning Guide

<http://www.glcscouting.org/ProgramPlanning/pdf/PackBudget.xlsx>

Boy Scouts Program Planning Guide

<http://www.glcscouting.org/ProgramPlanning/pdf/TroopBudgetPlan.xlsx>

Venturers Program Planning Guide

<http://www.glcscouting.org/ProgramPlanning/pdf/CrewBudget.xlsx>

- High Opportunity Areas:**
1. Ideal Year of Scouting
 2. Unit Level Incentives
 3. Popcorn Kickoff
 4. Revenue Sharing
 5. Selling Methods

- Tools to Utilize:**
1. Complete Council Support
 2. Trails-end.com
 - a) Sell Online
 - b) Email Library
 - c) Video Training



Popcorn Kickoff

1. Watch the kickoff video examples on the Training DVD and short video in the Virtual Sale Planner at trails-end.com.
2. Review the materials on-line at Trails-End.com
3. Complete the following items in the Virtual Sale Planner at trails-end.com:
 - a. Kickoff Invitation email
 - b. Scout Incentive Handout
 - c. Parent Handout
 - d. Kickoff Presentation
 - e. Follow-up email
4. Secure the date and location of the Unit's Popcorn Kickoff:
 - a. Date:
 - b. Location:

Selling Methods

1. Train your Scouts how to sell face-to-face and online at your kickoff.
2. Make sure each Scout creates his own account to sell online at scouts.trails-end.com.

Revenue Sharing

1. Set up a Scout Account program using Excel to share the money raised above a certain amount with each Scout family.
2. Any amount over the Unit's per Scout goal (\$350 for example) should be earmarked for the individual Scout to use for activities, equipment, etc.
3. Explain the program at the fall kickoff to motivate the parents.
4. The leadership team can review the "Scout Account Management" for complete detail on the program.

Next Steps

1. Schedule the next meeting with your Popcorn leadership team to finalize all materials for their Popcorn Kickoff:
 - a. Date:
 - b. Location:
 - c. Time:

Parent Letter (Sample)

Once the financial needs and resources of the unit have been determined for the year, the information should be shared with the parents of your unit. This is a sample letter you may want to send to the parents so they know what the unit plans are for the coming year, what it will all cost, and why you are selling popcorn. A Program Planner Spreadsheet is available at www.trails-end.com to help lay out your year.

Pack/Troop 0001

Popcorn Kernel:

Phone:

Email:

Dear Parents of Pack/Troop 0001;

We are going to focus all of our efforts for just a few weeks to make all of the money we need to provide the great Scouting Program you see below. The Popcorn Sale is the only fundraiser we do, and done correctly it can let us spend the rest of our year having *FUN* for *FREE!*

September - "Soaring to New Heights"	COST	February - "Fiesta"	COST
Rocket Derby (pack activity)	\$5	Blue and Gold Banquet (pack activity)	\$10
Military Base Visit (go see it)	\$20	Scout Sunday (service project)	free
Environmental Good Turn Day (service project)	Free	March - "Walk in My Shoes"	
October - "Once upon a Time"		Indoor Rock Climbing (pack activity)	\$10
Fall Family Camping (pack activity)	\$8	Hospital Tour (go see it)	free
Halloween Party/Corn Maze	\$3	Scouting for Food (service project)	free
Detroit Institute of Arts (go see it)	\$4	April- "Cubervation"	
November- "Pilgrims of Plymouth Rock"		Spring Family Camping (pack activity)	\$8
Rain gutter regatta (pack activity)	\$8	Metro Park Visit	\$3
Thanksgiving Cookout	\$5	May- "My Home State"	
Greenfield Village	\$16	Cranbrook Visit	\$9
December- "A Cub Scout Gives Goodwill"		June- "Cub Rock"	
Christmas Party	\$3	Summer Day Camp	\$60
Volunteer at local soup kitchen	Free	July - Fin Fun	
January- "Home Alone"		Swim Party (pack activity)	\$2
Pinewood Derby (pack activity)	\$5	August- "Scouting the Midway"	
Police Station Visit (go see it)	free	Family Cookout	\$3

IF we include all of the activities above including day camp it equals over \$185 per Scout. It is our goal for each Scout to raise \$560 in popcorn sales. Each Scout that does has raised enough for their entire program year of Scouting! Our popcorn sales goal is \$16,800. We have 30 Scouts in our Pack so the per Scout/Family Sales Goal is \$560 (\$16800/30). Each Scout who sells popcorn will earn a patch or pin and possibly a great prize as well.

In an effort to make this easier for everyone, we have scheduled a 'Blitz Day' for Saturday October 1st. We will all meet at the Park at 11:00 am, and then the Scouts will sell throughout their own neighborhoods until 2pm. At 2:30 we will all meet back at the park for a celebration.

Parents, we realize that everyone's schedule is busy, but the Popcorn Sale is the ONE fundraiser we do as a Unit and the one thing that we ask to keep our program affordable to everyone. We really need everyone's help to be successful. If you have any questions, comments or concerns, please feel free to contact me.

Parent Information

Use the Parent Handout on the Trail's End website to create the following sheet you can give to parents in your unit. This sheet contains all the facts they need to know about the popcorn sale. You can find an interactive version of this form in the Virtual Sale Planner on the Trails-end website or on www.glcscouting.org



PACK 123

Important dates
 Our sale will begin on _____ and end on _____
 All online sales count toward Scout Rewards from Aug. 1 through _____
 We will have a Unit Popcorn Kickoff:
 Date _____ Time _____ Location _____
 Money turn in date is _____
 Popcorn Pickup Date _____ Location _____

Goals
 Our unit's popcorn sales goal is \$ _____
 Each Scout's sales goal is \$ _____ to pay for a great Scouting program.

We plan to use the money we raise to do the following things:

- 1 _____
- 2 _____
- 3 _____

Our unit's \$600 Club rewards will be:

- 1 _____
- 2 _____
- 3 _____

Have questions -- need more information?
 We can help you prepare for the sale and can answer any questions you have.
 Contact: _____ Email: _____ Phone: _____
 Contact: _____ Email: _____ Phone: _____



Unit Popcorn Kick-off Sample Agenda

During the gathering period, have a popcorn display and samples if available. Use pictures taken at camp or any unit outing to create a collage of activities your unit participated in. List on a poster or dry erase board the things your unit wants to do this coming year. Have a poster with the Scouts' names and a place for them to write in their popcorn sales goal.

1) Opening

- a) Conduct Pledge of Allegiance.
- b) Welcome parents and introduce committee members.
- c) Make it an exciting, positive meeting. Use games, door prizes, etc. to create enthusiasm.

Have Scouts leave the meeting for an activity

- 2) Key ingredients to a successful Scouting year (example: Science Experiment – Using materials used performing a science experiment. Ex. Beakers, test tubes, goggles, rubber gloves etc. create smoke (colored?) or let bubble over the top of the container. As you add ingredients (representative; one for program, blue and gold, pinewood derby, summer camp, fun , including popcorn, raise your arms laugh maniacally and pull out a photograph or poster of the unit having fun at various activities. A PowerPoint presentation is available on www.trails-end.com to help.)

- a) Distribute a budget to fund the program.

2ai) Review your unit's annual program/budget.

Go over activities your unit will be participating in throughout the year.

Discuss the cost for activities and program resources (books, crafts, achievements, etc.).

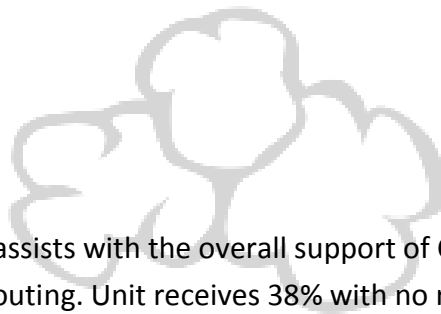
Communicate to the parents how much it will cost each Scout to receive this high powered and exciting program.

- b) Setting goals for the unit and Scouts.
- c) Communicating your unit's popcorn plan.
- d) Participating in **one** fundraiser to meet budgetary needs.
- e) Building excitement for the program.

- 4) Describe the popcorn program, products, and prizes:

a) Unit level: fund your basic Scouting program (uniforms, advancements, camping equipment, etc.).

b) Scout level: build leadership skills and support his Scouting program while earning advancements or working on merit badges. Teaches how Scouts can earn their way.



4) con't

c) Council level: This sale assists with the overall support of Council and District programs. A total of 70% goes to Scouting. Unit receives 38% with no risk while the council receives 32% and handles all administrative/warehousing costs and prizes along with the possibility of left over popcorn as the Great Lakes Council cannot return the product to Trails End.

d) Prize Program: Prize levels plus, \$600, \$750, \$1,500 and \$2,500 additional incentives.

5) Emphasize the importance of all orders -- large and small. Some units have a sales requirement or equivalent dollar value that must be paid to the unit for program. **Every Scout should sell to contribute to their unit's quality program.**

Bring Scouts Back into Meeting

- 6) Discuss safety while selling.
- 7) Train the Scouts proper sales techniques for Take Order, Show & Sell, and Parent Sales:
 - a) Distribute and discuss order forms and prize brochures. Be sure to mention the \$600 club and the \$750 day at D-bar-A.
 - b) Instruct Scouts to wear their uniforms and a smile.
 - c) Discuss possible customer questions and answers.
- 8) Review the delivery and money collection process and allow Scouts to role play a Door front sale and storefront sale:
 - a) Don't leave popcorn until the customer pays for it.
 - b) Say thank you for your order and tell them you will see them next year.
 - c) Make checks payable to the unit.
 - d) Count aloud while making change.
 - e) Do not enter a residence at any time.
- 9) Discuss all handouts with dates, contacts, delivery and pick-up. Stress product return dates.
- 10) Have Scouts share success stories – Choose a Scout who had high sales and used the money to go to summer camp, buy equipment, buy a uniform, etc.
- 11) Closing – Using a black light, have the Scouts dressed in white and yellow t-shirts. They jump up one kernel at a time. When all the kernels are finished popping, Scouts, dressed for high adventure, explain they made their sales goals and are on their way to a fun and exciting program.
- 12) Sales Goals – Each Scout will write in his goal on the poster and he will update the poster after each meeting throughout the sale.

2011 Unit Commissions



Cub Scout Packs will receive 33% commission plus approx 5% in gift cards.



Boy Scout Troops and Venture Crews can receive a 38% commission with no prizes OR a 33% commission plus approx 5% in gift cards

NOTE:
All online sales commissions will be at 33%

2011 Late Fees & Payments Policies For Fall Popcorn Sales

All unit payments received after December 6th at 5pm will be assessed a **5% late payment fee** based on the net retail amount (amount due to council or balance due). This includes all payments received via the United States Postal Service or any other carrier. Late payment fees will be assessed **every two weeks** until the unit balance is paid in full.

Late Popcorn Return Restocking Fee Policy

All unit product returned after October 28th will be assessed a **35% restocking fee** based on the gross retail amount. **NO EXCEPTIONS** for late product returns. After December 6th, the restocking fee must be paid in full when a unit returns product.

Example:

Total Gross Product Returned	\$450.00
35% Restocking Fee Amount to be Assessed <u>After October 28th</u>	\$157.50

Late Prize Order Fee Policy

The cost of all unit prize orders placed after November 30, 2011 will be the sole responsibility of the unit. **All late prize orders will ship to the Dauch Scout Center and are to be paid by the unit upon receipt of the prizes.**

Example:

Total Gross Product	\$14,980.00		
Early Payment	-5,000.00		
Restocking Fee	157.50		
Total Invoice	\$10,137.50		

5% Late Payment Fee Amount to be assessed After December 6th, Based on Outstanding Unit Balance and added every two weeks. **\$506.88**
Late prize order costs will be added and late charges will be accrued as necessary.

THERE WILL BE NO CREDIT CARD PAYMENTS ACCEPTED

Accepting credit cards is cost prohibitive to both the Unit and Council, therefore this form of payment is not accepted. Use of credit card payments for popcorn means 3-5% of gross sales goes to the credit card companies, not to Scouting.

Seven Great Ways to Sell Popcorn

There are seven excellent methods of selling popcorn. You can use any method(s) you wish.

1. **Take Order** –This is the most traditional way to sell; going door-to-door with the take order form, which you receive from your leader. Your customer chooses the product(s) they wish to buy and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later. Take Orders can begin as soon as you receive your forms. **ADVANTAGES** – Provides a personal connection with your customers and gives you higher dollars per customer than storefront sales.
2. **Show & Deliver** – This method is similar to Take Order, except you carry Trail’s-End products with you to show to your customer as you visit them. The customer is able to choose the products he or she wishes to buy from your product selection. You then hand them the product and collect the money. **ADVANTAGES** – No return trip required for product delivery and money collection. This method is the most profitable in terms of time and effort extended.
3. **Online Sales** –This is the best way to sell to your friends and family who live out of town. You can send emails to your customers asking them to purchase Trail’s-End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit or debit card, and Trail’s End ships directly to the customer. The online system is available for use all year long. **ADVANTAGES** – No return trip required for product delivery or money collection.
4. **Selling at Work** – Parents of Scouts take an order form to work and take orders from co-workers. Your parents then deliver the product and collect the money. **ADVANTAGES** – Expands your customer base and lets your parent’s friends and coworkers enjoy your products.
5. **Show & Sell** – The unit sets up a display in front of a retail store and sells product to people as they enter or leave. Your den, pack or troop gets permission to sell in front of a retail store in a nearby area. You set up a display with products for people to purchase as they walk by. **ADVANTAGES**- This gives you access to a large number of potential customers and will promote the Boy Scouts of America in your community.
6. **Corporate Sales** – Many companies give gifts to employees, customers, clients, and vendors during the holidays. Encourage them to give a healthy snack while helping Scouting in their community. Special corporate sales guides are available. See your District Kernel for information.
7. **Retail Establishments** – Parents who have retail establishments should be encouraged to set up a display of selected products in their checkout area. Also, check with the owners and managers of establishments where you do business to set up a display. (**examples** - your barber, beauty parlor owner, video store manager, gym owner, hardware store manager, etc.)

Remember the Scout Law!

It is good Scouting practice to stay within the Great Lakes Council boundary, and within your district and pack territory. This should include the annual Show & Sell, Show & Deliver and Take Order Sales. Online sales have no geographical limitations.

TRUSTWORTHY * LOYAL * HELPFUL * FRIENDLY
 COURTEOUS * KIND * OBEDIENT * CHEERFUL
 THRIFTY * BRAVE * CLEAN * REVERENT

#1 – Show & Sell

Show & Sell is a great way to introduce Scouts to selling popcorn. This sale is the easiest as the youth has the product, makes the sale, and the transaction is complete. They are with peers and it is not as intimidating as going door to door. Scouts who participate in Show & Sell's are more confident when doing the Take Order sale. This is also an excellent avenue to introduce Tiger Cubs to fundraising.

The product will be available for pick-up starting on September 23, 2011. The sale starts on September 24, 2011. Extra cases can be picked up during the sale at on October 7th with a payment of 25% of your original order. - go online at www.glcscouting.org/popcorn to schedule your time for both pickups and returns.

Any excess popcorn the unit needs to be returned on October 28, 2011 by warehouse appointment only.

Show & Sell – General Tips

- Set a sales goal for each Scout.
- Take 1 turn minimum for dens at Show & Sell locations.
- Know your traffic and remember, "Location, location, location."
- Think outside the (big) box! Kroger, Home Depot, and Wal-Mart are not the only good places to set up your display. You can try gas stations, strip malls, or . . .
- Get Show & Sell locations early. **Be courteous with other units in your area when scheduling.**
- Have the Scouts make their own poster for the Show & Sell location. Practice their sales talk and be polite to all customers. Involve everyone!!! Send "Thank you notes" and give popcorn to the location that lets you host a Show & Sell or give an award or community service plaques and certificates to locations.

Show & Sell Techniques

Pre-Show & Sell

- Set up a schedule for boys with specific times of participation (i.e. 2-4 boys per two hour shift).
- Remember, your unit needs *two-deep leadership*.
- Gather pictures of the events you have participated in or are planning to attend. People are more willing to purchase if they know how the money is being used.
- Use banners for advertisement and point of sale excitement. This is a great craft or activity for a den or pack meeting.
- Have the boys practice what they are going to say to customers.

Show & Sell Day

- You will need to have the following items: product, tables, chairs, posters, banners, activity displays, tape, product for samples, and cups for samples.
- Make sure Scouts **and** Leaders are in their uniforms.
- Have the Scouts stand in **front** of the display – not hiding behind it when they greet customers.
- Scouts should engage customers by being aggressive and asking customers as they go in and out of businesses to support Scouting by purchasing popcorn.
- Have a money box with appropriate bills. Remember extra one dollar bills for the \$18 sales.

What to Say

- See sample Scout sales script (Chapter 17 – Miscellaneous Information).
- Focus on Scouting instead of the product. “Would you like to support Scouting by purchasing popcorn today? The money raised will help our entire pack/troop/crew go to camp next summer.”
- Be specific on what the money is going to be used for. People will be more willing to purchase if they know where the money is going.
- ***Remember, you are selling Scouting!***



#2 – Take Order Sale

This door-to-door or workplace sale is an effective sale and has tremendous potential. The best Take Order sale requires some coordination. Take a map of your unit territory. Split the streets up so that the territory is completely covered. Assign four youth to certain streets, with two youth going down each side of the street. Pick a day and have all youth come to the same location for a final sales briefing. Then go out and cover the territory, returning at a selected time to the original location for a victory celebration (pizza, ice cream, etc.). **Don't have Scouts use their show and sell product for the easy sales (parents, next door neighbors, grandparents), but save that product for store front or places where it will be difficult to return with the product or collect the money.**

Take Order sale begins on September 24th. The online orders for Take Order are due **by October 28th** to the Great Lakes Council.

General Hints / Tips

Take Order/Show & Deliver

- Have parents take a poster and order form to their workplace.
- Use a copy of last year's orders to visit repeat customers.
- Sell to parents, grandparents, aunts, uncles, neighbors, and close friends.
- Make sure to write their phone number on the order form.
- Have parents contact companies they work with or use, like insurance, banking, and medical groups.
- Have a unit blitz day where everyone goes out and sells that day in selected areas of your neighborhood. Have prizes for highest seller that day, most doors knocked on, etc.
- At the end of the sale, make a copy of your completed order form so you will know who to contact for next year's sale.

How Much to Order for Show & Sell and Show & Deliver

We suggest that the unit review last year's total sale and base their entire Show & Sell order on 70% of the prior year. A Recommended Popcorn order sheet is being provided at training. On average, units will sell \$400 in a four-hour period at each site.

#3 -- Show & Deliver

- Distribute an allotted amount of popcorn to each Scout. Scouts cover a specified neighborhood and sell and fill the order on the spot.
- Take a wagon patrol around the neighborhoods (Show & Deliver). Go early in the sale and keep track of who was not home so you can hit those homes at another time of day and again near the end of the sale.
- Always use the buddy system.
- Scouts can use wagons or parents can drive behind with extras.
- Parents can use the Show & Sell method at their desk or work area.
- Work a neighborhood like you would work a Scouting for Food drive.
- Have a unit blitz day where everyone goes out and sells that day. Have prizes for most sold, etc.

#4 – Mom & Dad Take Order

Parents can help their Scouts and their unit by taking an active role in the sales. Parents take order forms to work with samples or take a case of popcorn to work and display them. They'll sell!

#5 – Corporate Take Order Sales

Scouts (or their parents) can add to their sale by asking businesses to buy popcorn. Some simple steps to follow:

- Ask local businesses to buy product for their customers. Promote popcorn as a great corporate gift for customers and suppliers or encourage businesses to keep some popcorn on hand in the break room for employees and guests.
- Consider having a separate committee for this type of sale. The human resource manager, marketing manager or incentive program manager makes decisions between June and October for most corporation and business holiday gifts. Make them aware of your unit popcorn sale.
- Be aware - on-site visits with samples and Scouts in uniform increase sales.
- Companies choose product first, organization second. Sell them on product quality and 70% of the money raised going back to Scouting.
- Look at offering your own volume discounts. For large orders over 25 cases contact the Great Lakes Council for special pricing opportunities.
- Focus on companies who give out a lot of holiday gifts to all of their customers; banks, insurance agents, doctors, dentists, cable companies, etc.

#6 – Retail Establishments

If anyone in your unit has a store, shop, or other retail establishment, ask if they will place a display of selected items (not the whole product line) on a counter or rack near the cash register.

Check with the places where families do business to see if the owner or manager will put up a display – barber shop, beauty parlor, tire store, etc.. FYI - Storeowners' are more likely to agree if your product will not compete with in house food sales.

#7 – Online Sales

- This is the largest growing sales area in our popcorn sale. It provides councils, units, and Scout families with a year-round funding source for their Scouting program.
- Online sales will give your customers the opportunity to buy popcorn year round.
- Reaches extended family and friends during the sale with the product shipped directly to the customer by Trail's End.
- Through Trails-End, all sales are credited to the Scout, unit, and council.

The unit commission for online sales will be identical to face to face sales 33%.

Scouts can get their order key when they sign up online. Instruct them to give this order key to anyone who might use the www.trails-end.com system so he will get the credit for the sale.

Customers can also search for your scout with the "Scout Lookup" feature. For security reasons, last names are not shown. Select the "Reports" menu to access and print your Scouts order keys.

The screenshot shows the Trails-End website interface. The 'Reports' menu is highlighted with a red circle. The menu items are:

- Reports
- My Items
- Help
- Contact Information Reports
- Leader Username and Password
- Scout Username and Password
- Unit Packing Slip
- Unit Invoice
- Sub-Unit Packing Slip
- Sub-Unit Invoice
- Scout Packing Slip
- Scout Accounts Receivable
- Scout Sales and Prizes
- Scout Take Order Form
- Consumer Order Cards
- Order Keys

The main content area of the page includes a 'Welcome' message, a 'Sales System' section, and an 'Additional Resources' section with links to 'OrderPopcorn.com' and 'Order Popcorn'.

Determining Your Show & Sell Order

1. Before ordering, **realistically** determine your unit's needs. Product ordered by Council cannot be returned to Trail's End. Therefore, **Great Lakes Council has to sell any popcorn returned.** Due to the recent history of high returns, **council may limit your initial order.**
2. A guideline for ordering based on 70% of last year's total sales was provided during the popcorn kickoff. If you would like to deviate from this guideline, please discuss with your district kernel.
3. Review your sales goal. Remember to consider any sales your units will make on Community Blitz Day on October 1st. Additional orders can be picked up on October 7th.
4. Make sure you have ample help to pick up the order and the space to store it.
5. Keep a copy of all order/pickup materials for your records.

Placing Your Order Online

Ordering popcorn is a two part process for both Show & Sell and Take Orders:

- 1 – Log in at www.trails-end.com Popcorn System to order your product
- 2 – Log in to www.glscouting.org to schedule product pick up

Using the www.Trails-end.com system, leaders may be able to log in to the Trails End Popcorn system using their username and password from last year. Once in you will need to reset passwords for the current year. New popcorn kernels will be given the passwords for the prior year's kernel and will need to change passwords and profile information.

Every person who uses the system will be required to change their username and password to a valid email address. This email address will be used to send you a confirmation code. This code is required for a one time validation of your email address.

When filling out the on line information, please do not use unit numbers where it says first and last name. If questions or issues arise, it is much easier to contact the unit kernel who is in the know. Also, make sure accurate contact information is filled out for your unit.

Each person who uses the system will be responsible for their own account, so it is very important that you use your own email address, you must be able to send and receive messages using this account.

After you log in, you will be on your unit's home page. Click on the drop-down arrows or on the term you need and you will be taken to the screens necessary to input your order. Each is self-explanatory -- just fill in the blanks. There is a great deal of help available in the Help section. If you have problems you can't work through using the help screen, call your district kernel (contact information is available on page 6).

Scheduling Your Warehouse Appointment

Set up your appointment online for your pick-up time at the warehouse. On the www.glcscouting.org web site, click on: [Show & Sell Pick-Ups & Returns](#).

General Popcorn Warehouse Information

- Schedule your appointment on-line at the [www.glcscouting](http://www.glcscouting.org) website as soon as you enter your orders on-line. Warehouse times are limited, be sure you schedule. Pick-up is available only on certain dates and times.
- The warehouse you choose will be the location you use for the entire sale. No changes will be made to your warehouse location once you have submitted your initial request.
- **BE ON TIME FOR YOUR PICK-UP!**
- It is the unit's responsibility to have enough manpower and vehicles to pick up your order on time. Large units should consider renting trucks for the pick-up. You must have enough vehicle space for your entire order, as we **cannot** allow units to pick up only a portion of their order. Renting large delivery trucks may not be your best option as backing into the loading docks can be difficult.
- Check all orders as they load and recount before signing your receipt. A signed form given to the warehouse crew lets us know you have received all of your order at the time of pick-up and are **approving invoicing of the product. No changes can be made once signed.**
- We will stage your order from the order form generated by Trail's End. We *cannot* allow substitutions during loading. There will be an additional pick up day on October 7th, 2011, and a final pickup for your Take Orders on November 11, 2011.
- For **safety** please do not bring any youth under 11 years of age to help load or unload. If you must bring youth, they will be required to stay **in** vehicles during pick-up.
- Please clear out the vehicle **before** you arrive at the warehouse. Leave your golf bag, child seats, coolers, etc. at home.
- If you use a pick-up truck or open trailer, make sure you have rope, or straps to secure the load. Also, please bring something to cover the load if the weather is inclement.
- We will not have a fork-lift available to load your order. Plan to pack your order in the vehicle yourself.

When scheduling your pickups, please make sure you enter the cell phone number of the person picking up the order! This helps us contact the driver, not the popcorn chair.

Vehicle Loading Guidelines

(Assuming vehicles are empty
and extra seating is out of vans.)

Mid-size car	20 cases
Small pick-up truck	30 cases
Cherokee	40 cases
Standard pick-up	50 cases
Mini-van	60 cases
Suburban	70 cases



Helping At the Warehouse

As in past years, council and district popcorn leadership are looking for volunteers to help in the warehouse. **Get your popcorn early** by supplying volunteers for staging of the unit pick-ups. You can pick up your product **after** your shift. If you, your unit, or other volunteers over the age of 14 are interested in helping out on any of the warehouse dates, please register on-line. Check the calendar on www.glcscouting.org/popcorn for key dates we need warehouse help. You can sign up in the from the same site. If you have a license to drive a forklift, we would especially like to hear from you!

Placing Interim Show & Sell Orders (How to get more popcorn after the sale begins)

To order additional Show and Sell product you need to log in to the council popcorn page at www.glcscouting.org/popcorn. You must also schedule an appointment. Additional product will be available by appointment only on **October 7th, 2011**. Please place your order **online no later than Tuesday October 4th, 2011**. Orders will only be filled for those units with scheduled appointments.

Order enough for anticipated show and sell opportunities.

Order by: October 4
Pick up on: October 7

Do not use these interim orders to fill your Take Order orders. Other units need this product for their Show & Sell campaigns.

When you pick up your additional order you will need to bring a check for 25% of your original invoice. Your popcorn kernel should have access to the invoice portion of the Trails-End website or you can call/email Alanna at 313-361-1277 alanna.bonar@scouting.org to get your dollar amount due.

Returns & Settlements of Unsold Product

All Returns Are Due to the Great Lakes Council by October 28th 2011.

Product returns are accepted by scheduled appointments **ONLY!**

Council Policy on Returns:

- Returned product cases cannot be defaced in any way (e.g. written on, labeled, stickers, etc.).
- All product returns need an appointment and warehouse staff will write up your return and sign for.
- All popcorn needs to be returned on October 28th with **no exceptions** if you do not wish to incur restocking fees. A restocking fee of **35%** will be invoiced for products returned **after the required date**.
- Product ordered by a unit after the final invoice will be paid for at the time of pick-up.
- Any unused Military Donation Receipts should be returned at this time. If you are not making a product return but have excess Military Donation Receipts please email or call the certificate numbers to (alanna.bonar@scouting.org 313-361-1277) and send the certificates in with your payment.

How to determine what you need to return:

- 1) Summarize the take order forms from your Scouts.
- 2) Determine the products you will need to fill your Take Order. Be sure you deduct product on hand.
- 3) **It is important to have take orders to fill so make sure your Scouts do not use their show and sell product for the easy delivery options such as parents, grandparents, next door neighbors, parent workplace, etc.**

4) Return excess to warehouse. Any unused Military Donation slips should also be returned at this time. If you are not making a product return but have excess Military Donation slips please email or call the certificate numbers to Alanna at alanna.bonar@scouting.org or 313-361-1277 and send the certificates in with your payment.

Once you have calculated the product you need to return, go online to www.glcscouting.org/ popcorn and schedule your return appointment. If you do not have all the information by the scheduling deadline, it is ok to schedule an appointment, even if you have to cancel it later. If you find out you will not have any product to return, contact Alanna Bonar at alanna.bonar@scouting.org or call at 313-897-1965 to cancel your appointment.

EXCHANGING YOUR POPCORN

If you need to exchange product our GLC Popcorn FACEBOOK page will be available throughout the sale. Here you can communicate with other units that have excess product or need it. Always remember to use your district and unit in these communiqués so that readers know your distance from them. You can also communicate through your district kernels for more information.



2011 POPCORN REWARDS

Rewards earned are based on individual sales. NO combining of sales with other Scouts! Each Scout may select one reward from the sales level reached, plus a patch or pin. **Turn in your reward order By November 30th**. If a late order is placed, the rewards will come to the GLC office to be paid for upon receipt by the unit. **NO REWARD ORDERS WILL BE ACCEPTED AFTER DECEMBER 31ST**.

All reward orders including additions must be submitted through the Trails-end site to council. All rewards, \$100 Military Club, \$600 Club will ship to your unit leader if placed on time. Rewards are subject to demand and availability. If a reward is no longer available, Trail's End reserves the right to substitute a reward or gift card of equal or greater value.

Sell at **least** one item get the new 'project popcorn' patch or pin

Sell \$250 and earn a \$10 amazon.com or Walmart gift card

Sell \$350 and earn a \$15 amazon.com or Walmart gift card

Sell \$450 and earn a \$20 amazon.com or Walmart gift card

Sell \$500 **online** in **October** and get a bonus \$20.00 gift card.

Sell **at least** \$600 and earn a \$20 amazon.com or Walmart gift card.
Sell \$650 and earn a \$30 amazon.com or Walmart gift card.



And get the
Zyclone
and patch.



Sell **at least** \$750 and earn a \$30 amazon.com or Walmart gift card **and** a day of scouting fun and adventure at **D BAR A!**

Sell \$850 and earn a \$40 amazon.com or Walmart gift card

Sell \$1,100 and earn a \$55 amazon.com or Walmart gift card

Sell \$1,300 and earn a \$75 amazon.com or Walmart gift card

Sell **at least** \$1,500 and earn a \$75 amazon.com or Walmart gift card AND a bonus \$50 amazon.com or Walmart gift card

Sell \$1,800 and earn a \$110 amazon.com or Walmart gift card

Sell \$2,300 and earn a \$150 amazon.com or Walmart gift card



Sell \$2,500 and earn a \$150 amazon.com or Walmart gift card and the Zyclone and \$600 club patch and a day of scouting fun and adventure at **D BAR A** and a bonus \$50 amazon.com or Walmart gift card And a \$1500 club patch **and your own trails-end scholarship account! It is the unit popcorn Kernel's responsibility to ensure this form is completed and submitted with required supporting documentation to the appropriate Council Popcorn Staff for processing**

Sell at least \$100 in military donations
and earn a commemorative military patch.



COMMUNITY BLITZ DAY

The focus of the Community Blitz Day Saturday October 1st is to get all of our new Scouts out and selling. The Community Blitz Day is a District level event and will be held within your district boundaries. Specific information will come from your District Director/Executive and your District Popcorn Kernel. There will be prizes for the top seller of the day, and fun for all. All prizes should be awarded for October 1st door to door sales only.

Fill it up promotion!

Forms must be received in the council office by 5pm Thursday September 29, October 6, October 13, October 20 and October 27. New sheets must be submitted for each weeks entries.

Carry, mail, email, or fax a copy of your filled up sales sheet by 5pm on the dates listed above and your sales sheet will be entered in a Council wide drawing for a ***special prize!*** It is required that all information be filled out completely and correctly as well as the Scout's Name, District and Unit number.

DRAWINGS will take place on Friday September 30, October 7, October 14, October 21 and October 28 for that ***special prize!***

D-bar-A \$750 SELLERS PARTY

Any scout selling \$750 or more this year gets to spend a fun filled day at D-bar-A! Sales include all seven great ways to sell popcorn shown in this guide. The day will include shooting sports, horseback riding, fishing, Frisbee golf, human foosball and much, much more. The Unit leader will have to submit completed Trails-End Order forms to the Council Popcorn Staff Advisor for each participant. All forms are due to council by November 30, 2011.

Scholarship Program Document Requirements:

All completed Trail's End Take Order forms from each Sale Period must be submitted to and accepted by *Trail's-end* as verification of a Scout's participation in the Scholarship Program. Take Order forms and application from *Trails-end* must be signed by the Council Popcorn Staff Advisor and submitted to Trail's End on or before January 15. **A Scout must submit verification of all sales that total the dollar amount listed on the form.**

Full program details and forms are available on the *Trail's End* website.

Completing Your Take Order

All Take Orders are due on the Trail's End Popcorn System **by October 28, 2011.**

Calculating Your Orders

1. Collect all Scout order forms (*popcorn and prize selections*) in advance of the Take Order due date. We recommend 3-5 days prior.
2. Collect or account for all unsold Show & Sell popcorn.
3. Using your own spreadsheet, figure out the total number of individual containers of popcorn you need to fill your orders. From the total needed, subtract your current inventory of each product. Determine the number of cases needed to fill the remaining orders. Please remember, you can order single containers, as long as the total quantity will make a full case.
4. Using your own spreadsheet, calculate the number of prizes from each level you will need to order.
5. ALL order changes needed after the deadline **MUST** go directly through the Great Lakes Council to ensure proper processing.
6. Remember to include all Military Donation on your final order.
7. **When you pick up your take order you will need to bring a check for 25% of your original invoice. Your popcorn kernel should have access to the invoice portion of the Trails-End website or you can call/email Alanna at 313-361-1277. alanna.bonar@scouting.org to get your dollar amount due.**

Popcorn Settlement Procedures

1. Read and understand the *Trail's End* invoice completely, look at every line item. a) Check to confirm that all of your orders/returns are correct. Be sure any online sales have been included under 'Transactions' on your invoice. This line item will deduct the correct commission percentage from your invoice. (These sales should be included in your Scout totals to give you their correct prize level and are available to your leader on the Trails-End site.) Extra pickups and transfers will be entered in the Trail's End system by November 18, 2011. To check log into the Trail's End system, click on the order tab, click on your show and sell order detail, and click on view order adjustment details. All interim orders are listed under Show & Sell. b) Call the council service center immediately if you find a discrepancy.
2. Be sure your unit signor takes the time at pick-up to check the packing slips. Mail or carry your payment directly to council if you have no problems. **If you mail your check to the council Scout center, please mail it early enough to make sure it reaches the council office *before* the final due date.**

Write your check to Great Lakes Council.

Great Lakes Council
Dauch Scout Center
1776 W Warren
Detroit MI 48208

Great Lakes Council
Waterford Scout Center
1100 County Center Drive
Waterford MI 48328

Note: If the check you use to settle your account with the Council Office is denied, and it is **not** fixed by the due date, the unit will be responsible for late charges and/or banking fees.

Additional Training Materials

Your Leader Kit contains a DVD with a number of excellent training modules. Please view this as soon as possible. It will help you have a more successful sale, and if nothing else, prevent you from re-inventing some wheels.

SELL ONLINE

AND REACH YOUR GOAL FASTER!

All online sales starting **August 1** count toward your Scout Rewards.



When you sell online, Trail's End ships product **directly to your customers!**

GET ONLINE IN OCTOBER

Sell **\$500** online in **October** and get a **bonus \$20 Amazon.com Gift Card!***



START SELLING ONLINE TODAY!

STEP 1: Go to scouts.trails-end.com to sign in or create an account.

STEP 2: Go to the **Send Emails** page to send emails to your customers. Don't forget to follow up!

STEP 3: Go to **Track My Online Sales** to see who has made a purchase.

70% of every online purchase goes back to the Scout's unit and council in his name.

To learn about **bonus giveaways** and **special promotions**, go to facebook.com/trailsendpopcorn.



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Scout Sales Script (Basic)

When approaching a potential customer, follow these simple steps:

1. Who you are _____ (First name only).
2. Where you are from. (pack/troop/crew #) _____ from _____
(school, church).
3. What you are doing (supporting the Scouting program by selling popcorn).
4. What they can do for you (support Scouting by purchasing some popcorn).
5. Close the sale (ask the customer which product they would like to buy).

Scout Sales Script (Sample)

When approaching a potential customer --

1. Hi, I'm Johnny from Cub Scout Pack # 123 at Clark Elementary School.
2. I'm helping my Cub Scout pack by selling popcorn.
3. Please help our pack.
4. Which of these is your favorite? (show the order form)

Feel free to develop your own scripts. Talk with those in your unit who have sold popcorn to find out what has worked well.

