

2012

Popcorn

Kernel

Guide



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Contact Information

You are encouraged to contact your District Kernel if you have any questions about the popcorn sale. They are volunteers that have dedicated their resources to making your popcorn sale easy and rewarding!

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2012 Popcorn Calendar

June	District program launches with campaign information handed out. Check with your local District Executive for the date of your program launch.
August 1	All registered Scouts will receive sales material in the mail
District Program Launches in August	Council wide kick-off
August 28th	Show-N-Sell orders due at the PTC Service Center
Aug. 1 - Nov. 16	Take-Order Sale
September 8th	Show-N-Sell Product Pickup from 8:00AM - 11:00AM
Sept. 10 - Nov. 9	Show-N-Sell Sale
November 9th	Show-N-Sell product return from 9:00AM - 4:00PM. Product WILL NOT be accepted after this date unless pre-arrangements have been made.
November 16th	Show-N-Sell Money Due
November 16th	Take Order & Prize Orders Due - NONE ACCEPTED LATE
December 1st	Product Distribution: ALL Districts, 8:00AM - 11:00AM
December 1st to 13th	Scouts deliver product & collect money
December 14th	ALL MONEY DUE (ALL SALES) & ACCOUNTS SETTLED
December 17th	10% (of total money due) penalty assessed for late payments. If your Unit has problems that affect your ability to settle your account by this date, please call the Campaign Director to work out a payment plan.



Three Super Sale Methods

Show-n-Sell

- **No Risk!** Pay only for the popcorn you sell!
- Sell at fairs, stores, or door-to-door, with product in hand
- Your unit earns 35% profit PLUS 3% extra commission **OR** prizes for Scouts.
- Do the Take Order Sale too! In fact, units that take part in both sales see increased sales.
- Order popcorn by August 28th, pick up popcorn on September 8th between 8:00-11:00AM.
- Show-N-Sell sale ends November 9th.
- Return or transfer unused popcorn on November 9th, by 4:00PM for credit.
- Money due by November 16th.

Take-Order Sale

- The Pine Tree Council will mail a Take Order form, Prize Guide and Family Guide to all registered Scouts in early August.
- The traditional way for Scouts to sell Trail's End Popcorn is by going door-to-door, and selling to family and friends.
- Selling popcorn is easy! 4 out of 5 people, when asked, will buy! People buy popcorn to support Scouting.
- Sale Runs from August 1st to November 21st.
- Your Unit earns 35% profit!
- Order only what you need – **no leftover popcorn can be returned.**

Show-n-Deliver
method is on the
next page





SHOW & DELIVER

“The Family Preferred Method of Selling”

What is Show & Deliver?

- NOT Show & Sell
- Selling door-to-door with the take order form & product in-hand
- Allows Scouts to make the sale, deliver the product, and collect the money immediately all in 1 visit
- No more multiple visits to the same house to complete the sale
- Scouts can gain additional sales from the same customers

Why do Show & Deliver?

- A Scout can sell **4X** as much using Show & Deliver vs. Show & Sell!
- Customers spend more at home (\$14.00) vs. storefront (\$7.45)
- Save Time & Reduce the Cost of your son's Scouting program
- Most productive use of a family's valuable time
- Spend more time selling and less time delivering & collecting

How much Product should each Unit Order?

- Units are encouraged to Order 50% of the previous year's sale
- Any remaining product can be used for the Take Order sale
- Units have no risk of being stuck with additional product

How to do Show & Deliver?

- Conduct Blitz Days each week of the sale
- Parents bring minivans, SUV's, trucks, & cars
- On average 4 boys are assigned to each parent/vehicle
- Boys & parents blanket neighborhoods with 2 boys on each side of the street stopping at each house while the parent is observing from the vehicle
- Boys turn money and unsold product into the Unit Popcorn Kernel at the end of the blitz day meaning there is no risk of money or inventory being lost or uncollected
- Always emphasize safety!
- Review the safety information provided in the sales materials.
- Keep in mind, Show & Deliver can be done by Packs, Dens, Troops, Patrols, or Individual Families



Popcorn Distribution

SHOW-N-SELL SALE

Date: Saturday, September 8th, 2012

Time: 8:00AM - 11:00AM

Location: Moody's Collision Center, Gorham or Caswell's Discount Wholesale, Waterville

You may select the location you want to pick up your show-n-sell popcorn. To do this, when you place your order you will get a confirmation email from Trail's End. Please forward that email with your desired pickup location and Pack or Troop number to scoutinfo@pinetreebsa.org.

TAKE-ORDER SALE

Date: Saturday, December 1st, 2012

Time: 8:00AM - 11:00AM

Your popcorn will be delivered to your choice of locations. You are not restricted to using your district's distribution location, however if you wish to have your product delivered to a location other than your districts, please let the Council know so they may make the change.

District	Location
Abnaki	Federal Distributors 2075 Lisbon St. Lewiston
Casco Bay	Moody's Collision Center 200 Narragansett St Gorham, ME 04038
Downeast	Lincoln County News 116 Mills Rd. Newcastle
Kennebec Valley	Caswell's Discount Wholesale 200 Rt 201 Fairfield
York	Hussey Seating Company 38 Dyer St. North Berwick

Tips for Both Distribution Days

- Arrive between 8:00AM and 10:30AM. It is important that you have enough vehicles to carry popcorn. When picking up the popcorn, you will need one full sized pick-up truck for every 60 cases of popcorn, one van for 50 cases, or one average car for 30 cases.
- Check your order at the distribution site. Ensure that you have received all the product your unit ordered, and that you have no damaged product (especially tins). You are responsible for the product that you pick up.
- Secure a large indoor area to bring the popcorn to, such as your Chartered Partner's meeting facility, local fire department, school or church. Lay out your order by product.
- Assign adult volunteers times to come in and pick their orders, or sort them out before they come. Use the Scout's order forms, and return the order forms with the popcorn. Be sure to keep a Unit Master Record for your own future reference and prize distribution.
- Each product has a symbol associated with it. The symbols are carried through from the Take Order forms to the packing slips you will received at distribution. Use the symbols for easy handling and sorting of the products.



Steps for a Successful Unit Distribution

Step 1:

Find a location that has enough space to separate orders by den and by family.

Step 2:

Assign a popcorn pick-up appointment time by den and by family, so everyone knows when to pick-up their product and what size vehicle they need. With appointment times, no one will have to wait because all of your families will not show up at the same time.

Step 3:

Get enough volunteers to help pick-up and separate the product.

Step 4:

Make sure the unit has the proper vehicles to pick-up all of the popcorn at one time from the distribution site..

Step 5:

Separate the product into den and family orders

Step 6:

Have a product receipt for each den and family to sign to verify the amount of product they received and the date the money is due back.

2012 Prize Program

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Incentives for 2012

\$600 Club—

- Zyclone from Trails End
- \$10 Scoutbucks for every \$600 in sales
- Special Certificate for being a \$600 club member



Special Prizes for Each District Top Seller and the Council Top Seller

- Council Top Seller gets 100% Scholarship to any Pine Tree Council Camp
- District Top Sellers get 50% Scholarships to any Pine Tree Council Camp
- Every filled sheet a Scout submits (VIA Mail or E-mail) their name will go into a weekly drawing for a \$25 Amazon or Wal Mart Gift card. Drawings will happen at 3 pm each Friday of the Sale, starting September 10th and going until November 16th. We will draw 3 gift card winners each week!!

And as always offered by Trail's End:

- Sell \$1500 or more and earn a \$50 Wal-Mart or Amazon.com gift card
- Sell \$2500 or more and 6% of your total sales each year is invested in your own scholarship account.



Unit Tips for a The Show-n-Sell Sale

Pre Show-N-Sell

- Contact store or event organizer to gain permission and set up times and dates.
- Set up schedule for boys with specific times of participation, i.e., 4-6 boys per 2-hour shift.
- Gather pictures of the events you have participated in or are planning to attend. People are more apt to purchase if they know what the money is being used for.
- Make banners for advertisement and point of sale excitement (great craft or activity for a den or pack meeting). Sometimes the stores will advertise the sale on their store sign, ask if this is available.
- Have the boys practice what they are going to say to the possible customers.

Show-N-Sell Day

- You need to have these items: tables, chairs, posters, activity displays, tape, product for samples, sample cups (can be found at Sam's Club type stores)
- Advertise the Show-n-Sell date and location.
- Make sure boys are in their uniforms.
- Samples of the product for passers by.
- Find a location that has high foot traffic and is safe for the boys to participate.

What to Say

- Focus on Scouting instead of the product, i.e., "Would you like to support Scouting by purchasing popcorn today? Would you like to help us go to camp by purchasing popcorn today?"
- Be specific on what the money is going to be used for. People will be more willing to purchase if they know where their money is going.
- Always mention Scouting.

Door-to-Door Show-N-Sell

- Everybody gets an allotted amount of product. They then go around the neighborhood with the product with them (product in a little red wagon) and sell and fill the order on the spot.
- Parents can use a show-n-sell method at their desks or areas at work.

This is a great method to be followed up with the Take-Order Sale. People will sometimes re-order product if they enjoyed it the first time.

The left-over product from the Show-n-Sell can be cleaned up by the Take-Order needs. Just reduce the amount that you order for the Take-Order Sale by what you have left over.

Always emphasize safety.

Review the safety information provided in the sales material.

Parental supervision is suggested in the door-to-door and Show-N-Sell methods.



Unit Tips for a Successful Sale

- Attend a Popcorn Sale Training
- Print a Popcorn Sale Newsletter and distribute it to all your Scouts and families
- Educate parents of the direct benefits to them, i.e., Johnny sells \$x amount and gets to go to camp. Explain why this is such an important fundraiser, state goal, uses, explain scholarship program, \$1,500 program, achievements that can be earned, etc. Show how this fundraiser gives more back to their child than other fundraisers.
- Have a big unit kickoff for the youth to get all materials and GET EVERYBODY EXCITED! All youth will receive the Family Mailer and Take Order Form. Review all prizes available to the youth. Set "per Scout" sales goals.
- Have a unit "Blitz Day" where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
- Establish a unit goal. Develop your "Ideal Year of Scouting" and then set your budget. Let popcorn fund your quality Scouting program. If you have access to the Internet, use the Trail's End Web page to help set your budget.
- Have a prize for the youth that has the highest sales each week.
- Establish a unit customer base. Make 2 copies of all Take Order Forms. One to keep in unit records for next year in case a youth moves, etc. and one for the youth to keep so they can ask when they call on them next year, "that probably wasn't enough, was it?"
- Write and copy a letter for all of your Scouts that they can use which explains the popcorn sale and why you are selling, tells the dates of delivery, explains the benefits for your unit and Council, and have your Scouts leave a copy of this letter with a Mini-Order form sheet in the newspaper box of peoples homes they know who happen not to be at home when Scouts stop by. This is a good letter to share with parents.
- Do corporate sales using employers and companies of parents and leaders within your unit.
- Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters and relatives.

**MAKE IT FUN AND EXCITING FOR YOUR SCOUTS
AND YOUR UNIT!**



Helpful Selling Tips

- **ALWAYS** wear your uniform. Everybody loves to support a Scout in uniform.
- **ALWAYS** sell in pairs accompanied by an ADULT, and never sell after dark unless you are with an Adult.
- **ALWAYS** act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- **ALWAYS** walk on the sidewalk and driveway, NOT through the yard. Watch for traffic.
- Don't carry large amounts of cash with you. Never enter anyone's house.
- Remember to always have 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- Statistics show 4 out of 5 houses buy Trail's End popcorn when asked.
- Make sure you know all the different types of Trail's End popcorn products you are selling.
- Most important, when you are selling the popcorn – tell the people what the money goes for – have them read the back side of the Take-Order form.
- Make sure you know the date when you will be delivering the popcorn to your customers.
- Remember to keep your Take-Order form for next year so you can call on the same people.
- In case no one is at home, write a letter (and make copies of it) explaining the popcorn sale and why you are selling it. Explain the benefits for your Unit and Council; tell the dates of the popcorn sale, etc. Leave this letter with one of the Mini-Order forms. Place these forms in the newspaper box or at the front door of people's homes you know.
- Not every house will buy so do not become discouraged.
- The more people you ask – the more people will buy.
- Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- Ask your parents to help you sell Trail's End Popcorn at their workplace for employee or customer gifts. Better yet, ask your parents if you can go to their office and sell. Make sure you deliver the popcorn and say "Thank you" – if you can't deliver it yourself, tape a Thank You note on top of the popcorn!
- Remind your parents, grandparents, aunts, uncles and neighbors what a great gift Trail's End popcorn makes for teachers, friends, co-workers etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- Ask your friends at your place of worship if they would like to buy some Trail's End popcorn.
- Write a thank you note and place a copy of it on all the Trail's End popcorn you deliver to let everyone know how much you appreciate their support. (This will benefit you next year when you call on them.) Remember to say "Thank You" when you hand deliver it.

Keep your Take-Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail's End popcorn that they did not buy enough of.



Forms



\$600 Club Incentive Scout Bucks Order Form

Pine Tree Council, BSA
131 Johnson Rd, Portland, ME 04102
Tel: 207-797-5252

Please do not fax this form. Please mail with copies of Take Order Forms for records.

Deadline for receipt at PTC is October 21st.

Complete Take Order forms **MUST** be attached for records.

THIS ORDER FORM IS ONLY FOR INCENTIVE SCOUT BUCKS

DISTRICT (Circle one): AB CB DE KV EX YK
UNIT (Circle One): Pack Troop Post Crew UNIT # _____

Scout Bucks will be mailed to the Unit Kernel.

Unit Kernel: _____

Mailing Address: _____

Town, ZIP: _____ Phone: _____

	SCOUT'S NAME	Amount Sold	SCOUT BUCKS AMOUNT
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			