

2008 FALL TRAIL'S END POPCORN SALE



UNIT INFORMATION PACKET

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UNIT POPCORN CHAIR Job Description

1. Attend Council popcorn kickoff and sale training session. All forms and information will be distributed.
2. Work with committee to develop a Unit sales goal. Divide that goal into a "per boy" goal.
3. Decide with the other leaders if your units will be participating in the Show & Sell or Show & Deliver sale(s).
4. Determine and place order for your unit's Show & Sell or Show & Deliver sale(s).
5. Decide when Take Order, prize selections and money will be due to you.
6. Review the prizes available with each of the Scouts in your Unit.
7. Prepare handouts for Unit kickoff meeting for both Leaders and Scouts. Handouts include:
 - Timeline showing sale dates, date orders due, time and place for pick up
 - Unit goal and per boy sales goal
 - Unit Master Record form(s) to record Scout's sales for den/patrol totals
8. Hold Unit kickoff meetings in September. Discuss sales techniques, money collection and safety suggestions.
9. Collect and total orders from den/patrol leaders on designated Unit order due date. Fill out information and calculate Popcorn Order Form.
10. Submit Popcorn Order Form and Unit Prize form via the internet or sign the form and submit it to the Council Service and Training Center.
11. Pick up popcorn at the designated site on morning only of the popcorn pick up day. Be sure to bring enough vehicles large enough to accommodate your order. You will be expected to verify counts and sign the Unit Settlement form acknowledging receipt.
12. Distribute popcorn to Scouts.
13. Remind Scouts of money due dates. **Make sure checks are payable to the Unit itself.**
14. Collect and tally money by Unit money due date.
15. Issue unit check payable to Northeastern Pennsylvania Council for "Total Amount Due Council".

I understand the above expectations and agree to them.

Signature of Unit Popcorn Chairman

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IMPORTANT DATES

August

- 12 Iron Horse District Popcorn Kickoff and sales training
- 19 Endless Mountains District Popcorn Kickoff and sales training
- 20 Two Mountains District Popcorn Kickoff and sales training

September

- Determine how much Show & Sell/Show and Deliver Popcorn to order for your unit
- 5 Show & Sell/Show and Deliver Popcorn orders due.
- 20 Show & Sell/Show and Deliver Popcorn distribution.
- 20 Popcorn Take-Order sale begins.

October

November

- 1 Show & Sell/Show and Deliver Popcorn returns due
- 1 Show & Sell/Show and Deliver Popcorn Payment due
- Individual Take-Order sale orders due to Unit Popcorn Chair from selling scouts.
- Individual prize orders due to Unit Popcorn Chair from selling scouts.
- 6 Unit Popcorn Take-Order sales period ends.
- 7 Unit Take-Order Popcorn Order due

December

- 6 Take-Order sale popcorn distribution to units
- 6 Unit Prize Order due
- Units distribute popcorn to selling scouts.
- Selling Scouts deliver popcorn to customers and collect fees.
- Selling Scouts turn in collected fees to the Unit Popcorn Chair.
- 19 Popcorn Money Due – Turn in to Council Service and Training Center
- 20 LATE PENALTY FEE IN EFFECT - (2%)



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Unit Tips For A Successful Popcorn Sale

Following are a variety of tips that will help units have a successful popcorn sale:

Unit Leadership Tips

- Educate parents of the direct benefits to them – i.e. Johnny sells \$x amount and earns funds towards the camp fee. 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.
- Pick a Popcorn Kernel (Unit Popcorn Chairman) and have him/her attend training.
- Have a big unit kickoff for the youth to get all materials and to GET EVERYONE EXCITED! All youth should receive the Family Mailer and Take Order form. Review all prizes available to the youth. Set per Scout sales goals.
- Establish a unit goal. Develop your "Ideal Year of Scouting" and then set your budget. Let popcorn fund your quality Scouting program.
- Do corporate sales using employers and companies of parents and leaders within your unit.
- Remind parents that popcorn makes great gifts for teachers, co-workers, neighbors, babysitters and relatives.
- Use neighbors and set-up mystery houses throughout the neighborhood.
- MAKE IT FUN AND EXCITING FOR THE SCOUTS!

Unit Popcorn Chairman Tips

- Develop your "Ideal Year of Scouting" and then set your budget to establish a unit goal. Let popcorn fund your quality Scouting program.
- Watch the Youth and Unit leader training videos.
- Educate parents of the direct benefits to them – i.e. Johnny sells \$x amount and earns funds towards the camp fee. 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 unit "Blitz Day" where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
- Have a big unit kickoff for the youth to get all materials and to GET EVERYONE EXCITED! All youth should receive the Family Mailer and Take Order form. Review all prizes available to the youth. Set per Scout sales goals.
- Establish an additional unit prize program in addition to the council prize program, i.e. Each Scout who sells \$250 gets to go to Cub Parent Weekend (with their parent) or Camporee for FREE! Have a prize for the youth that has the highest sales each week.
- Establish a unit goal. Develop your "Ideal Year of Scouting" and then set your budget. Let popcorn fund your quality Scouting program.
- 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 Scout moves away, 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?"
- Do corporate sales using employers and companies of parents and leaders within your unit.
- Remind parents that popcorn makes great gifts for teachers, co-workers, neighbors, babysitters and relatives.
- Use neighbors and set-up mystery houses throughout the neighborhood.
- MAKE IT FUN AND EXCITING FOR THE SCOUTS!

Salesman Tips

- Watch the Youth training videos.
- Establish a personal goal.
- MAKE IT FUN AND EXCITING FOR YOURSELF!

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THERE ARE FIVE WAYS TO SELL TRAIL'S END POPCORN!

Take Order

1. The Scout goes door to door with a Take Order Form.
2. The customer writes his/her order on the Take Order Form.
3. A few weeks later, the Scout delivers the popcorn and collects the money from the Customer.

Advantage: Higher Dollar Sales per Customer.

Show and Sell

1. The unit sets up a sales display at a high traffic volume area.
2. The customer approaches the unit sales display.
3. The Scout asks the customer if they would like to purchase product.
4. The Scout delivers the product from inventory, and collects the money.

Advantage: High sales volume of lower priced items.

Show and Deliver

1. The Scout goes door to door with a Take Order Form.
2. The customer writes his/her order on the Take Order Form.
3. The Scout asks the customer if they would like their product immediately.
4. The Scout delivers the product from inventory in the car, and collects the money.

Advantage: Higher Dollar Sales per Customer and ONLY 1 visit per household.

Selling at Work

1. Mom and/or Dad take an order form to their work.
2. Fellow co-workers write their order on the order form.
3. Mom and/or Dad deliver product and collect the money in a few weeks.

Advantage: Increased Sales Dollars for the Scout that results in a lower cost for his Scouting Program.

Selling Online

1. Scout communicates his Order Key via email, phone, and so on, to potential or existing customers.
2. Customer goes online to OrderPopcorn.com and purchases popcorn with a credit card.
3. The product is shipped directly from Trail's End to the customer and the Scout and Unit receive credit for the sale.

Advantage: Ability to sell Popcorn year round and receive credit for the sale with NO delivery or collection hassles. Provides an excellent opportunity to reach extended family and friends across the country.

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FILL IT UP!

Any Scout that completes an order form with 25 orders will receive a Fill It Up patch and certificate from Trail's End.

EXTRA BONUS!!!

Who is eligible? Any and all Scouts who sell popcorn.

Just fill the Popcorn Order form (25 orders) and receive \$10 in Scout Bucks!

Note: Copies of completed Popcorn Order Forms are to be submitted to your unit popcorn chairman for validation.

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Notes:

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Forms for Unit Use

Show & Sell/Show & Deliver Popcorn Order Form

- Summarizes Unit Show & Sell/Show & Deliver sale popcorn order.

Unit Master Record

- Used to keep track of Scout popcorn activity: scout's name and phone number, items ordered and received, dollars due and payment received.
- Unit Popcorn chair should distribute one to each den/patrol and then use another to summarize dens/patrols.

Take-Order Popcorn Order Form

- Summarizes Unit Take-Order sale popcorn order.

Additional Orders/Corrections Form

- To be turned in to Council Service and Training Center to order additional popcorn.
- Orders turned in after November 7, 2008 will be filled on the basis of availability after Popcorn Distribution on December 6, 2008.

Prize Order Form

- Summarizes Unit prize order.
- To be submitted to Council Service and Training Center no later than December 6, 2008.

\$1500 Prize Level Order Form

- To be submitted to Council Service and Training Center no later than December 6, 2008.

Trail's End Scholarship Program

- To be submitted to Council Service and Training Center no later than December 6, 2008.

Unit Settlement Form

- Summarizes payments to be made based on products sold.
- To be submitted to Council Service and Training Center with payment by December 19, 2008.

