

2009 Popcorn Sales Guide

Sale Dates: September 18—October 26, 2009



Every Scout who sells over \$500 in the Show N Sell or completes a 'Fill It Up' Form with 25 unique orders will be in a weekly drawing and receive a **CWU hat and ticket to Wildcat Basketball Game!**

PLUS: Above and Beyond' program gives a 5% Bonus Commission!!!

Why Sell Popcorn

Popcorn is the fastest growing snack food in the United States. Americans consume over 5 billion pounds of snacks annually. Popcorn is a wholesome, fun food. Its whole grain composition aids in digestion by providing necessary roughage and popcorn has been acclaimed by health and medical groups for its nutritive value. Popcorn appeals to Americans health-conscious nature and fits the Scouting image.

Studies have shown that Scouts selling Trail's End Popcorn contact 18% of all US households; what a tremendous growth possibility! Two out of three consumers when asked, buy from a Scout in uniform. 92% of consumers will buy again.

The Grand Columbia Council is sponsoring its annual Fall Popcorn Sale for units to use as a fund raising project. This year's sale has been designed with our units and boys in mind. This year's theme is **"Your Unit's Ideal Year of Scouting"**. How much money does it take to do all that you want to do and need to do to have a strong and healthy Scouting unit program? Plan your budget for that year. Consider all your sources of income for the unit and plan your goal of how much popcorn you need to sell to provide that 'ideal Scouting program' in your unit.

Important Dates

- Aug. 6** Online Popcorn System available
- Aug. 31** **Deadline for Units to place Show & Sell Order on website.**
- Sept. 18 Show & Sell product pickup at district locations. **Start Selling Popcorn!**
- Oct. 26 All Show and Sell returns are due at the office.
(No more than 20% may be returned.)
- Oct. 26** **Units place orders for Take Order sales on the website.**
Order prizes for Scouts.
- Nov. 13 Popcorn distribution to units and delivery begins.
- Nov. 25 All popcorn to be delivered, money to be turned-in to Council Office.
- Dec. 11 'Above & Beyond' bonus commission mailed.

Two Ways to Sell

The Grand Columbia Council offers two ways units can sell popcorn. Use both options to maximize your units sales and commission.

Show & Sell Order popcorn by August 31, 2009 for your unit. Scouts take the product as they conduct their sale and deliver it as they sell it. This option means no waiting for customers to receive their product.

Units can return up to 20% of their Show & Sell order as long as the product is in excellent condition and in full cases only.

Take Order Scouts take orders for Trail's End Gourmet Popcorn for delivery after November 13, 2009. Low risk for units-just place your unit popcorn order on-line by October 26, 2009 for the November 13, 2009 delivery.

This Year's Products:

	Gourmet Carmel Corn & Almonds	\$20
Original Popping Corn	\$12	Gourmet Trail Mix \$25
Original Carmel Corn	\$12	Military Donation \$25
15 Pack Microwave Butter Light	\$15	3-Way Cheese Tin \$35
15 Pack Unbelievable Butter MW	\$15	3-Way Chocolate Triple Delight \$40
Butter Toffee Carmel Corn	\$20	Chocolate Heaven \$50

District Popcorn Delivery Locations:

Apple Valley	Cash N Carry, 3022 Ohme Rd, Wenatchee , WA 98801
CB & SM	TYCO, Inc, 3720 Broadway Ext N.E., Moses Lake , WA 98837
Chief Kamiakin	Johnson's Fruit, 336 E Blaine Ave, Sunnyside , WA 98944
Okanogan	Hamilton Farm Equipment, 1 Patrol St, Okanogan , WA 98840
Skookum	Bernd Moving Systems, 660 N 18th Ave, Yakima , WA 98902
SK Ellensburg	Haney Truck Line, 1331 W University Way, Ellensburg , WA 98926

For More Information go to www.grandcolumbiabsa.org or call (800) 572-8603 or (509) 453-4795

The Ideal Year of Scouting

Every unit wants to have a great program for their Scouts but sometimes financial issues get in the way of providing what you know as a trained leader is a real quality program. Often leaders tell us that there just isn't enough money to go around. The program is designed to provide the funding you need to really have a quality program.

Step #1 - Plan your "Ideal Year of Scouting"

List all the activities you want to do this year. Then write down the expenses you'll have using last year's prices as a guide. Be sure to include advancement awards for your Scouts. Some examples are listed below:

<u>Packs</u>	<u>Troops</u>
Day Camp	Scout Camp
Den Activities	Weekly Troop Meetings
Monthly Pack Activities	Monthly Camp Outs
Blue and Gold Banquet	Fuel for Transportation
Treats	Camping Equipment
Camp Crafts	Camporees
Books and Manuals	Merit Badge Pamphlets
Advancements/Awards	Advancements/Awards
Computer Software	Computer Software
Recognition for Leaders	Leader Recognition
Leader Training Courses	Leader Training
Boy's Life Magazine	Boy's Life Magazine

Step #2 - Determine the Budget for Your Unit

Add up all the expenses for all that your unit wants to do. Consider your present income sources. Will it cover the expenses -- probably not. The difference is how much you'll want to raise in the popcorn sale as a sales commission.

Step #3 - Your Popcorn Sales Goal

Take the amount of money that was not funded from other sources of income and divide that amount by .30 (average commission percentage). This amount is your Unit Profit Sales Goal.

Order Product & Prizes Online

Trail's End Popcorn Company has an Internet web site with software a unit can use to track their sales and even help the unit plan its year and budget. The web address is: www.trails-end.com. Click LEADERS then click POPCORN SALES then click POPCORN SYSTEM. The unit Popcorn Kernel (chair) can get a password from their District Executive to use to log-in to the system and place their orders.

Sell Product Online

Trails End also has a web-site that family and friends that are not in the area can order popcorn from and your unit get credit for those sales. For more information go to www.trails-end.com and click on Scouts.. Units receive 30% commission from online sales; the council will send a check to the unit in December. Online Sales count toward Above & Beyond recognition.

Ordering Tips

If your unit is doing a show and sell then your first order will need to be placed by August 31, 2009 on the online popcorn system. **Show and Sell Orders will be placed by the case not the individual container.** Product ordered on August 31st will be available for pickup on September 13, 2009.

If you distribute popcorn to families for the Show and Sell make sure you keep a written log and have families sign out for the popcorn they take.

If this is the units first time doing show and sell a good practice is to base their order on their sales goal.

Make sure your Scouts have their individual order forms before the sale starts on September 18, 2009. The second popcorn order will need to be placed by October 26, 2009.

It is a good idea to have the Scouts turn in their individual order forms and prize requests on Saturday, October 24th. This gives the person putting the unit's sales information a few days to do it.

Go on-line or contact the Scout Office to place you popcorn and prize orders. All orders must be in the Popcorn System by October 26, 2009.

Use a blank take order form to tally your unit's sales. Transfer your total numbers to the units master record form. This is the form that is needed by the council, along with the prize order form.

Be sure to double check your orders (check for multiple forms from Scouts) before your order is placed to ensure accuracy and that all the scouts orders are accounted for.

Picking Up Your Popcorn

The popcorn is scheduled to be received on September 18 and November 13, 2009. Appointment times will be set up for units to pick up their popcorn at the District delivery sites. Bring a vehicle(s) with you large enough to haul your order.

20 cases	mid-sized car
40 cases	mini-van
60 cases	Suburban/small pickup
80 cases	large pickup
100 cases	pickup & trailer/cargo van

- Bring a person or two with you to help load your order.
- Set up a time to distribute popcorn to Scouts along with a copy of their take order forms (or a copy).
- Be sure to tell the Scouts in your units who to make checks out to when they deliver the product. (To the pack or troop)

Unit Commission Options

The unit decides which incentive plan it will use for its unit. All boys in a unit must follow the same commission plan. It is strongly recommended for the units to designate a unit Popcorn Kernel to coordinate boy's sales and product delivery, and to help in properly training the boys in selling techniques. This will help your Scouts to be more successful and have more fun. (*Online sales commissions of 30% are paid to the unit in December, after Trails End pays the Council.*)

Plan A - the unit earns a commission and the Scouts earn prizes or Scout bucks. This plan is great for units that need funds to operate their unit. Units will receive up to 30% commission of their gross sales back in commission. See the chart below for details. It is also ideal to provide funds for camping equipment, to send Cub/Boy Scouts to summer camp, or to buy *Boy's Life*.

<u>Plan A</u>	<u>Unit Commission</u>
Base Commission	25%
Account paid in full on Nov. 25, 2009	+5%
Unit sales over \$5,000	+2%
- OR - Unit sales over \$7,500	+3%
Total Possible Commission	33%

Plan B - the Scouts sell to earn four times (4X) the prizes or Scout Bucks and the **unit does not take a commission**. It is ideal to help Scouts pay their own way in Scouting and to earn great prizes.

Plan B Example: Scout Bob sells \$340 in popcorn. His unit decides to go with Plan B and not take the unit commission. Bob then multiplies his sells of \$340 by 4 equaling \$1,360. Bob has the following choices:

- Take a prize from Level 9 (\$1300 Sales Level)
- OR - Take a Level 9 Gift Card - \$65 Value
- OR - Get Scout Bucks for the equal value of a Level 9 Gift Card (\$65) that can be redeemed at the Scout Office or Store by December 31, 2009.
- OR - Get (\$65) Scout Bucks towards the 2010 National Jamboree

PLUS: 'Above and Beyond' Sales Commission for Plan A

Units who did not participate in 2008 or sold less than \$2,500 in 2008 (and pay and order prizes on time) will receive an **extra 5% commission** on any amount sold over \$2,500.

Example:

In 2008 Troop 632 sold \$960 worth of product.
In 2009 Troop 632 sells \$3,500 worth of product. When they turn in their funds they write the council a check for \$2,450 (70% of sales, keeping a 30% commission of \$1,050).

Troop 632 sold an additional \$1,000 over the \$2,500 mark. After their on-time payment has been made and their prize order is turned in on time the council will send a check for 5% of the amount sold over \$2,500, which in this case equals \$50!!!

Units who sold over \$2,500 and increase their total sales by 25% (and pay and order prizes on time) will receive an **extra 5% commission** on any amount sold over last year's sale.

Example:

In 2008 Pack 73 sold \$3,350. A 25% increase will be \$4,187.50 (3350 X 1.25).

In 2009 Pack 73 sells \$5,700 worth of product.

When turning in their funds they write the council a check for \$3,876 (68% of the sale keeping a 32% commission of \$1,824).

Pack 73 had more than a 25% increase over the 2008 sale. They sold \$2,350 more in 2009. (5700-3350=2350) After their on-time payment has been made and their prize order is turned in on time, the council will send a check for 5% of the amount sold over 2008, which in this case equals \$117.50!!

Packs and Troops who qualify for the Above and Beyond Recognition, and order their prizes by October 26, 2009 and pay the council for their portion by November 25, 2009, will have a bonus commission check mailed to them on December 11, 2009. **Congratulations to these units who sold over \$2,500 in 2008:**

<u>Unit</u>	<u>2008 Sales</u>	<u>25% Growth</u>	<u>Unit</u>	<u>2008 Sales</u>	<u>25% Growth</u>	<u>Unit</u>	<u>2008 Sales</u>	<u>25% Growth</u>
Troop 413	\$2,580	\$3,225	Pack 212	\$3,925	\$4,906	Pack 808	\$6,330	\$7,913
Pack 3	\$2,730	\$3,413	Pack 60	\$3,970	\$4,963	Troop 263	\$6,330	\$7,913
Troop 123	\$2,810	\$3,513	Pack 17	\$4,050	\$5,063	Troop 493	\$7,610	\$9,513
Troop 632	\$2,830	\$3,538	Pack 24	\$4,115	\$5,144	Pack 637	\$8,470	\$10,588
Pack 216	\$2,870	\$3,588	Troop 251	\$4,770	\$5,963	Pack 489	\$8,890	\$11,113
Troop 7	\$3,250	\$4,063	Pack 276	\$5,070	\$6,338	Pack 20	\$11,145	\$13,931
Pack 475	\$3,345	\$4,181	Troop 61	\$5,145	\$6,431	Pack 67	\$14,640	\$18,300
Troop 641	\$3,360	\$4,200	Pack 73	\$5,180	\$6,475	Pack 266	\$15,800	\$19,750
Pack 42	\$3,895	\$4,869						

'Go for the Gold' Drawing

Every Cub Scout and Boy Scout will have a sales guide mailed to them in late August. In the sales guide there will be a post card for the boys to mail in their popcorn sales goal to the council office. On October 2nd there will be a **drawing for an 8" Portable DVD Player** for all of the Scouts who set a sales goal.

Prizes

Prizes are ordered on the popcorn system by October 26, 2009. Make sure to click on the submit button.

Scouts who sell popcorn will be rewarded with prizes that can be found in the Family Sales Guide. The prizes were selected using study teams to pick prizes that are appealing to Scouts. Other prizes include Wal-Mart Gift Cards and Scout bucks.

Scout bucks can be used to pay a Scout's way to Day Camp, Scout Camp, the 2010 National Jamboree or to purchase Scout merchandise through the Scout Service Center. Scout bucks must be redeemed no later than December 31, 2009.

Prize orders are due with the popcorn order and will be shipped directly to the unit (or for individual boys, to the Council Service Center) directly from Trail's End. Use the prize order form to place your unit's prize order.

For units that have elected not to receive a commission, Scouts may earn four times (4X) the amount of prizes. (Quadrupling does not apply to Trail's End \$1,500 prizes or the \$2,500 Scholarship Program. Actual dollar amounts must be achieved.)

Scouts who sell \$1,500 or more receive an additional prize from Trail's End Popcorn Company. They may choose a \$50 gift card for Wal-Mart, Coleman, or Toy's-R-Us. This year units will order the additional gift card prizes on the Trails End website.

Scouts who sell \$2,500 or more are eligible to receive a college scholarship. Scholarships are based on 6% of the total amount sold by the Scout and continue to grow each year the Scout sells. Additional information can be found on the Trail's End web site at www.trails-end.com. (NOTE: the Scouts original take order form needs to be turned in to the council to verify sales.) Scouts who are already on the scholarship program and continue selling need to fill out a form each year to have the current years sales added to the scholarship program.

Scouts who sell online at <http://scouts.trails-end.com>

Online sales DO NOT count towards the regular prizes sent out in the mailer. Once the Scout has sold at least \$250 a he can redeem that for a gift card worth 10% of the sales. After each redemption the balance goes to \$0 and \$50 must be sold before another 10% gift card can be redeemed. Sell \$1,000 and earn 15% in Amazon.com gift cards instead of 10%.

CWU "Fill It Up" Hat & Tickets

Trail's End Popcorn Company will award a patch to Scouts who get enough orders (25) to fill the take order form. Send the form to Trails End.

The Grand Columbia Council will be giving away Central Washington University hats along with a ticket to a CWU Wildcat Basketball Game for Scouts who complete a 'Fill It Up' Order Form with 25 unique customers or sell over \$500 worth of items during the Show And Sell. Tickets and hats will be available at the November Roundtable.

There are drawings each Friday for Scouts who send (in person, fax, mail, or scan) a copy of their Fill It Up Form to the Yakima Scout Office:

- Sept 25** Bear Archery Bow & Arrow *plus more*
- Oct 2** Meade Telescope & 5 Buck Knives *plus more*
- Oct 9** Clock Radio System & Binoculars *plus more*
- Oct 16** Adventure Packs (Binocular, tools, compass, light)
- Oct 23** Razor E 100 Electrical Scooter *plus more*

Popcorn Chair Checkpoints

- Watch the Trails End DVD
- To ensure the best possible popcorn sell we recommend your units hold a unit kick off to get the Scouts excited about the sale, teach selling techniques, and discuss safety issues.
- Set a **Sales Goal** for every Scout!
- Order product online by August 31, 2009.
- Order your popcorn and prizes on-line or turn in your unit's popcorn and prize orders and other prize forms to the Scout Office by Monday, October 26, 2009 at 4:00 PM.
- Have consumers write checks to your Pack or Troop.
- Collect the original "Take Order Forms" and prize forms for Scouts selling \$1,500 or more for the special Trail's End Prizes and \$2,500 or more for the Trail's End Scholarship. Make sure they are filled out completely.
- Coordinate the pick up of your unit's popcorn order and arrange with your Scouts to pick up their popcorn.
- Remind Scouts of the due date for all popcorn to be delivered and money to be turned in. Be responsible to see that all money is collected.
- Send one check to the Yakima Scout office for Council/Trails End portion for the sale by November 25, 2009, by 4:00 pm. *Keep Your Profits!*
- DO NOT give prizes to the Scouts until the money is completely turned in for their order.