

## Hi and welcome to the wonderful world of popcorn!

Thank you for stepping up to be your unit's popcorn kernel and manage the unit's sale.

This packet should have everything you need to know to organize and run a successful sale. If you lose anything in this packet, copies will be posted on our facebook page, our council website and individual district websites.

If you have questions on anything in this packet or at any time along the sale there is a list of contacts you can use to get your answers.

Don't let the naysayers get you down. You **CAN** sell popcorn in this economy and you **CAN** be one of our Champion units who raise the money to do exciting things in Scouting.

Have a wonderful sale!

Andrea Weaver- Council Kernel

### In this packet:

List of important dates and deadlines (blue)

Contact list and Who's Who in popcorn (white)

What to do before the sale (pink)

- How much popcorn do I order?
- How do I order?
- Where do I get the popcorn from?

What to do during the sale (yellow)

- How do I keep the excitement going?

What to do after the sale (green)

- How do I order my popcorn?
- How do I get my prizes?

### Appendix

- How to sell with 'To Go' packs
- Show and sell booth ideas
- How to hold an awesome popcorn kickoff
- How to get older Boy Scouts involved in the sale
- Ideas for unit prizes that motivate Scouts

## List of Important Popcorn Dates

This is a cheat sheet of all the important deadlines and due dates for popcorn related stuff. Mark you calendar and be organized! Once a deadline has passed (especially for ordering and prizes, we can't go back!!)

### September

- Sept. 7 Show and Sell orders due to Trails End online
- Sept. 15 Last day to sign up for popcorn pick up via volunteerspot.com
- Sept. 22 BLITZ DAY popcorn sale kick off!!
- Sept. 22 Pick up Show and Sell popcorn at Great Bay Distributors (2310 Starkey Rd., Largo)

### October

- Oct. 5 Fill it ups and \$600 forms due for drawing week 1
- Oct. 12 Fax deadline for fill it ups/\$600 forms for drawing week 2
- Oct. 13 S'more Hoe Down prize event at Camp Wai Lani (Alt 19 Palm Harbor)
- Oct. 19 Fill it ups and \$600 forms due for drawing week 3
- Oct. 27 Last day of Show n Sell sale
- Oct. 28 Fill it ups and \$600 forms due for drawing week 4

### November

- Nov. 2 Show n Sell settlement due; Show n Sell returns due at council office.
- Nov. 2 Take Order online entries due to Trails End - \*\*\*faxed copy due to council\*\*\*
- Nov. 10 Last day to sign up for product pick up times via volunteerspot.com
- Nov. 17 Take Order popcorn pick up at Great Bay Distributors (2310 Starkey Rd., Largo)

### December

- Dec. 1 Deadline to submit council prize form (included in this packet)
- Dec. 14 Popcorn Sale final settlement date

### January

- Jan. TBA Final award night at JumpZone inflatable party center (12402 Race Track Rd., Tampa)

# District /Council Popcorn Kernels & District Executives

Districts	District Popcorn Kernel	Staff Advisor
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## Before the Sale: Planning

How can I make the popcorn sale work for my unit?

\* **Planning/goal setting:** The unit leaders need to decide how much money the unit needs to do all the activities for the year. Then divide that by the number of Scouts in the unit; that sets an individual goal for each Scout.

A point to consider -- Some high selling units offer parents a choice on how to fund their year in Scouting. Sell \$325 in popcorn or pay \$100 to the unit upfront to pay for unit expenses.

\***Block off the calendar:** Make sure your parents know the important dates. Council has a deadline? YOUR deadline needs to be before that so you can count and figure.

\***Connect with another unit:** New to popcorn? Need ideas? Ask your DE to connect you with a high selling unit in your area to brainstorm and swap motivational ideas. Use our Facebook page to ask what works in other units!

\* **Decide how your unit is going to participate in the sale:** Show and Sell, Take Order, To Go packs, Military booths, online. For more information on how each of these methods work look at the pink page in this packet.

\* **Arrange Show and Sale dates:** Call your local stores and ask to speak with sales managers to set up in front with a popcorn booth. (The dates fill up fast!!)

\* **Plan a kickoff:** Sell it to the parents. One month of intensive work to reach the unit/Scout goal and enjoy the rest of the year in Scouting or do multiple small fundraisers all year when money runs out. A longer kick off instruction/idea list is on the council webpage and our wfcpopcorn Facebook page.

\* **Unit rewards:** Plan to reward the Scouts in your unit who reach your unit goals. Ideas: A special T shirt, pizza party, pie the leader in the face. A longer idea list is on the council webpage and our wfcpopcorn Facebook page.

\***Celebrate success at the end:** Hold a prize party either at your unit meeting or another location. Recognize the parents and Scouts who contributed to a successful sale!!

## During the Sale: Motivation

### How can I keep it working?

\* **Keep the momentum going:** Check in with the Scouts each week, how are they doing? Who reached the unit goal?; Council goal of \$325?; \$600 prize level? Recognize these Scouts with candy or signing their name on an "I DID IT" poster.

\* **Stay on top of it:** The sale goes by fast at a busy time of year. Email reminders to the parents about deadlines and selling. Don't let them forget!

\***Participate in Blitz Day:** Units who did showed higher sales overall and a higher number of Scouts participating than those who didn't.

\***Reward with recognition:** Include names of goal reaching Scouts in these emails and on your unit Facebook pages. Use your social media!

\* **Offer multiple ways to sell:** Military booths, show and sell, online sales, mobile apps, take order, TO GO packs...there is something for every type of Scout, personality and parent comfort zone! See more details on this in this packet.

\* **Be informed:** Check Facebook for announcements and updates, 'Like' Trails End on Facebook to get more ideas and reminders. If you have a question, call your District Popcorn person for help, that's their JOB! 😊

\***Don't prejudge: Keep an open mind:** If you don't ask someone to buy, the answer is always NO. If you ASK it's a 50/50 shot they will be happy to support Scouting by buying popcorn!!

\***Order too much popcorn?:** Council will accept returns on unopened/undamaged cases of product until November 2. After November 2 any product not PHYSICALLY dropped off at council becomes the responsibility of the unit to sell.

## After the Sale: Rewarding

\* **Place an order for prizes:** Refer to the BLUE prize page in this packet for specific directions. NOTE there are council prizes **and** Trails End prizes- each is a separate process!

\***Order your product:** Tally your forms and see how much product you will need (don't forget to subtract leftovers from show and sell). Go to [trails-end.com](http://trails-end.com) and login as a leader to order your product by the deadline.

\***Submit verification of your order to council:** ALL UNITS MUST submit a final copy of the product order placed to Trails End within 24 hours of placing your final order. **\*\*\*\*\*Failure to submit this final order copy means council will NOT be responsible for over orders or mistakes made by the unit. Units will have to sell any overage mistakes they make. \*\*\*\*\***

\* **Sign up for a pick up time:** Go to [www.volunteerspot.org](http://www.volunteerspot.org) to arrange a pick up time for your product at Great Bay Distributors in Largo. Pick up day is November 17th at Great Bay Distributors. Be sure you have enough parents/vehicles for your order. You must all arrive together and go through the pick up line together at your appointed time. Please email Andrea Weaver at [lhsmedia@aol.com](mailto:lhsmedia@aol.com) if you have questions regarding this process.

\* **Be accurate:** Count your product and count it again. Have the Scouts count it when they pick it up from you and sign that their pick up order is correct. Council is not responsible for missing popcorn.

\* **Collect your money:** Be sure to give your unit a deadline earlier than the council due date so you can count it and submit on time. Final due date for settlement to council is December 14.

\***Celebrate success at the end:** Hold a prize party either at your unit meeting or another location. Recognize the parents and Scouts who contributed to a successful sale!!

## 2012 Popcorn Sale Prizes

### "Raising the Bar"

This is a reference list of all of the council prizes offered this year and mentioned at the kick off. These prizes will be ordered through council. Refer to the take order forms for a list of Trails End prizes. There is a separate order form that must be filled out online to receive these prizes for your unit.

100% participation in unit: One (1) free campout at Soule or Sand Hill (campsite fee/per person camper fee of Scouts- NOT adults). Must be used within current school year.

Blitz Day: Top selling unit in one day reporting to me- pump up at Roundtables- gets to go to S'more Hoe Down and JumpZone award party.

Top Selling unit: Name on perpetual plaque/small trophy for them JumpZone award party.

Top selling Boy Scouts in council 1st, 2nd, 3rd; \$100/\$75/\$50 gift card

Top selling Cub Scouts 1st, 2nd, 3rd; \$100/\$75/\$50 gift card

Top online seller in council: \$100 gift card

All \$100 online sellers earn new online seller patch.

All \$325 sellers earn "Raising the Bar" patch

Weekly prize drawings: \$600 or fill it up = one entry. Once submitted, Scout needs to start new form for a new entry. Example: \$600 in sales, 27 lines. Can't get three more orders and count it again as an entry for fill it up.

Weekly Prizes for drawings are:

**Week 1:** Four (4) theme park tickets; **Week 2:** iPod; **Week 3:** BSA camping equip;  
**Week 4:** iPad

S'more Hoe Down: October 13<sup>th</sup> at Camp Wai Lani. Blitz Day winners, all \$600 and fill it up entries are invited. We will draw and give away two (2) drawing prizes.

JumpZone award party: January. Top selling unit, Blitz Day unit, all fill it ups, \$600 sellers. Give away last two drawings.

Top selling Cub or Boy Scout in entire council will earn a two- day beach resort staycation for a family of four with money for expenses and food.

## After the Sale: Prizes

How to order your unit prizes from Trails End:

**\*\*The following prizes are provided from Trails End and must be ordered from them.**

Amazon/Walmart gift cards, items listed on the selling form, Powered by Popcorn patch

### Directions:

Tabulate the number of each type of prize you need based on Scouts forms

Log into [www.trails-end.com](http://www.trails-end.com)

Log in under the LEADER tab (bottom left)

Look for SCOUT REWARDS

Place order for unit (example: 5 \$10 gift cards, 25 patches, 4 Lego sets)

Need help? Look for the video tutorial link on the RIGHT: "How to order Scout rewards."

**Deadline:** Unit prize order must be submitted to Trails End by December 1, 2012.

**\*\*The following prizes are provided by council and must be ordered from them.**

\$100 online selling patch, Raising the Bar patch, 100% participation camping trip, top selling Scouts.

### Directions:

Fill out the prize form included in this packet

Be sure to add together take order/mobile/and online order for top seller entry

Fax, mail or email a copy of the form to council

**Deadline:** Unit prize form must be submitted to council by December 1, 2012.

Questions about prizes? Check out our Facebook page, wcfcpopcorn, or email Andrea Weaver at [lhsmedia@aol.com](mailto:lhsmedia@aol.com)



## WCFC Unit Prize Form

Use this form to order your council level prizes. In order for your unit to receive prizes and be eligible for top selling Scout, this form **MUST** be faxed, mailed or emailed to council by December 1, 2012.

Unit type \_\_\_\_\_ Unit number \_\_\_\_\_ District \_\_\_\_\_

Name of person submitting  
\_\_\_\_\_

Email address \_\_\_\_\_ phone \_\_\_\_\_

\_\_\_\_\_ \$100 in online sales patch

\_\_\_\_\_ \$325 Raising the Bar patch

\_\_\_\_\_ 100% unit participation free camping weekend (check here and a separate redemption form will be mailed to you)

The council will recognize the top three selling Cub Scouts and the top three selling Boy Scouts in the council with extra gift certificates. To enter your unit's top selling star, fill in the information below and be sure this form is sent in to council **BY THE DEADLINE**.

### Top selling Unit Cub Scout

Name \_\_\_\_\_ Amount sold \_\_\_\_\_

### Top selling Unit Boy Scout

Name \_\_\_\_\_ Amount sold \_\_\_\_\_

**\*\*Amount sold should include take order/mobile sales, show and sell (if applicable) and online orders. Be sure to add these together to identify your top sellers!**

## How to Use "TO GO" Packs to Sell

Print this out and offer it to parents who want to try and boost sales. They check out one (1) TO GO pack from you and try to sell directly from it. Cash for popcorn- no orders to fill and money to collect later. Give them 2 weeks- then they have to return any unsold product so you can include it in your show and sell and what you need for filling take orders. You can tweak this any way you like. It's great for selling at places where you don't know people personally and don't want to be stuck with an order!

### *Popcorn TO GO pack*

Contents:

3 boxes Unbelievable butter \$54

3 boxes butter light \$54

6 sm caramel corn \$60

1 butter toffee \$20

1 caramel w nuts \$20

**total cost \$208**

Instructions: Take your TO GO pack with you when you do door-to-door sales. Try to increase your sales by offering the product on the spot- as well as advance orders for deluxe/chocolate items that will be delivered in Nov.

\*\*\*You will need to carry some change to make change, checks made out to the unit.

**IMPORTANT:** each time you sell from your TO GO pack you write the order on your form and write TO GO next to it in the address box. The orders **STILL** count for you fill it ups and your personal scout total. The words TO GO tell me I don't need to order additional product. **THIS IS CRUCIAL.**

Parents are responsible for the price of the product. You will return product/money that total up to \$208 on \_\_\_\_\_. You are responsible for lost or damaged product.

## **Show and Sell Directions:**

So you called Publix and you have times set up for a show and sell Saturday 10-5- NOW what?

You can use these directions for your parents. For sign up times a great way to do it is use FREE [volunteerspot.org](http://volunteerspot.org) You can create a link that you email out to the entire unit and parents can sign up for times- you set how many per slot. It's easy to use and takes care of a lot of sign up headaches!! It even sends out reminder emails automatically!

Thank you for volunteering to serve time at our Pack X show and sell!

If you are the FIRST Scout signed up for that day, please be sure to pick up the sales kit from me prior to your sell date.

### **Kit includes:**

Card table, 2 chairs, money pouch, popcorn, banner, we take checks sign, sales tracking forms, Scout information, tape. (You can use your own table and chair if you like)

Wear Class A uniform- this is a BSA requirement. Tennis shoes and socks please!

Please check in with the manager, and set up close to but not crowding the doors. Stack product on the table so people can see it. Hang banner on table.

Put up the 'We take checks' sign.

"Would you like to support our Scout troop by buying some popcorn or make a donation?"

Always smile and say THANK YOU - even if it's a no. Remember we are teaching the boys confidence, people skills and manners as they are working.

As you sell items, please keep track on the form by making hash marks for items sold. Also keep track of the money you collected. (see sample)

When the next person comes on, verify the total number of boxes left and money taken in before you take over the shift. If you start to get a lot of

money have 1 parents put it in a plastic bag and store in the car until the next shift.

Initial or sign next to your name on the schedule so I know to give your boy credit for having been there.

**Please be sure you don't let the boys run around or get in the way of customers coming in and out. We want to be able to come back again and they are representing the Cub Scouts- they should be on their best behavior! NO MORE THAN 2 SCOUTS MAY BE THERE AT ANY ONE TIME!! NO siblings please.**

Be prepared to answer questions about how to join our pack. Remember we are selling and promoting Scouting too. You can give people interested in joining our pack an info card.

The last person of the day should pack up all the supplies including the table and chairs and make arrangements to return them to me for the next showing. My cell is 492-2165 if you have any questions or problems.

## Popcorn Kick-off Ideas - How to have a great kick-off!

If you were at the council kick off, I modeled some great ways to have an energetic and motivating kick-off. Here are some of those ideas written down for you.

Grab their attention- have someone announce you: ride in on a scooter- juggle- set off a New Years popper, toss some candy in the crowd, get' em fired up!

Visuals- stage the area with posters and popcorn boxes and the goal poster

The major prizes are gift cards- not real exciting to little boys. Go to Walmart and buy some footballs, a scooter, legos- things that can be BOUGHT with the gift cards. (save receipt and return next day!) Set these up on your table.

Have a CD player/ ipod docking station to play some music

Have handouts for the parents- important dates, selling ideas, your name and number, prize reminders.

Have a power point- use the one from trails end, use the one I used at popcorn kickoff or steal bits and pieces to make it your own!

Recognize top sellers from last year. Have them give a selling tip.

Consider pie-ing the top selling boy from last year in the face. The second seller or the boys mom can pie him. This is separate from pie the leader in the face which happens AFTER the sale. But pie-ing the top seller from last year at the kick off is a great visual. Check out the pie the leader hints also located on Facebook notes or the website.

Have a Unit goal poster- show them the group goal and places for all the winners. Have a separate poster for boys to add their name to ... I sold \$300 I sold \$600..... Those are the two bog markers for earning prizes.

Have samples ready to taste. Get a helper to pop them up in a microwave and put them in Dixie cups to grab n go. Serve lemonade. Hint- do this at the end!

Give away some door prizes- trivia questions, pencils to all the boys who participated last year, a drawing for people who were early or on time.

## How to Get Older Scouts Involved in the Sale

Don't assume that popcorn sales are just for the Cubs. Older boys are expected to earn their way in Scouting and have expenses related to monthly camping trips, Jambo and summer camps. This can translate into real motivation to sell.

Typically in Packs the 30% profit goes to the whole group. With Boy Scouts it's more of an incentive to take the 35% and allocate it to each boy so he gets to keep 35% of whatever he sells.

**Sell to Businesses.** Taking your order form to local businesses can be a great way to earn some extra sales. Small and large businesses love to buy popcorn, either for themselves or to give out as gifts.

**Use Social Media:** They don't want to stand in front of Publix? They can email, tweet and facebook their sale.

**Online selling:** This is a very popular option for older boys. It's great for you! No product to receive and deliver and no money to take! Online orders are processed completely by Trails End! You get a check in the mail!

**Hold a Military Donation Booth:** Book some time at Publix to get donations. Once you have \$50 in donations, write it down as a military donation on the order sheet. No product to bother with!

Have other ideas that work? Post them on Facebook to share with everyone!

## Pie-ing & Award Suggestions

It's October 31 and your sale is over! Here are some hints to have a memorable pie-ing /award party.

Set the goal at \$350 for Scouts to pie. This is a most coveted prize! Make it attainable, but worthy!

Use garbage bags with holes cut in them for the leaders.

Cut open garbage bags and tape them to the floor. Cover the chairs in garbage bags and put on top off bags.

Use cool whip instead of aerosol cans of whip cream. The non dairy base of cool whip doesn't smell rancid and is more allergen friendly. Easier to clean up and it stays fluffy longer.

Have a helper preset some pans and you play announcer while someone fills pans.

### Make it special:

Use a pack meeting night or other special event when everyone is there. Go by den and recognize the boys by name for sales. Boys who didn't sell enough, or were new in the pack after the sale will see this and want it for next year! Be sure everyone knows these boys get to participate because of their popcorn efforts.

Line up the leaders and go by den- Tiger pick a leader, wolves etc.

Be sure to have someone taking pictures. You can use these to help motivate boys during next year's sale. This is also great for recruiting new members!

Hint- at next fall's kick off party let the leader pie the top selling boy in the face!

## Show and Sell Order Form

1. Units that participated in the Show and Sell last year may order up to 125% of what the unit sold last year.
2. Units must order in FULL CASES ONLY.
3. Returns are acceptable.....must be returned by November 2.
4. Scouts may earn prizes for Show and Sell. These must be added to the unit's prize Order Sheet that is turned in on November 2.
5. All Show and Sell orders are due by September 16th. Orders can be placed by filling out this form and send or fax order form to WCFC Scout Service Center.
6. Units will pick up their orders on OCTOBER 1st at Great Bay Distributors (2310 Starky Rd, Largo) 7-10 am.
7. Scouts are strongly encouraged to wear their uniform when doing Show and Sell.
8. CITIZENSHIP is important. Follow the guidelines of the location that is allowing your unit to do Show and Sell.
9. A Scout is Helpful, Kind and Courteous. Remember try not to monopolize a store location. Give everyone a chance to Show and Sell.

### SHOW AND SELL POPCORN ORDER FORM

Unit Number: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Top Unit Leader: \_\_\_\_\_

Unit Popcorn Kernel: \_\_\_\_\_

Address: \_\_\_\_\_ City/ST/Zip \_\_\_\_\_

Email: \_\_\_\_\_ Day Phone #: \_\_\_\_\_

Show and Sell Products Retail Per Case # of Cases Order Total Retail

Cheese Lovers Collection (1/case) \$30.00

Carmel Corn with almonds, cashews, pecans (8/case) \$160.00

Double Caramel Crunch (8/case) \$240.00

Butter Toffee Caramel Corn (6/case) \$120.00

18 Pk Unbelievable Butter Popcorn (6/case) \$108.00

18 Pk Butter Light Microwave (6/case) \$108.00

Original Caramel Corn 11 oz (12/case) \$120.00

18 Pk Kettle Corn Microwave (6/case) \$150.00

TOTAL

Orders MUST be dropped off, mailed, emailed or faxed to the West Central Florida Council at 11046 Johnson Blvd., Seminole, FL 33772, fax #: 727-392-1080; email: [lcipolla@bsamail.org](mailto:lcipolla@bsamail.org) by Friday, September 7, 2012.