

**CENTRAL WYOMING COUNCIL
BOY SCOUTS OF AMERICA**

**FUND THE EXPERIENCE OF A
LIFETIME**

YOUR IDEAL YEAR OF SCOUTING

2010 POPCORN SALES GUIDE



UNIT LEADER GUIDE

INDEX

Information and Resources	3
NEW REVISED 2010 Timetable	4

Commission Plan & Internet Information	5
Commissions and Product Line	6
Prizes For Your Scouts	7
Steps To Success	8
Increase Your Sales—Involve Your Volunteers 2009 Top Selling Units by District	9
Ordering/Shipping Information	10
District Popcorn Pickup Locations	11



Has your unit already completed a unit budget plan?

If not, check out the Trail's End website for help.

www.trails-end.com

INFORMATION AND RESOURCES

For additional information or help related to your popcorn sales efforts, you may call your District Popcorn Chair or your District Executive:

River Bend District

Julie Schebler
307-265-5506
email: jschebler@bresnan.net

Carey Anson
(W) 307-234-7329
email: canson@bsamail.org

Elakawee District

Donna Richards
 307-674-0999
 email: donna.richards@bresnan.net

Todd Greig
 307-674-1919
 todd.greig@scouting.org

Big Horn District

Judy Showalter
 307-754-4618
 email: jspianostudio@bresnan.net

Tony Humphries
 307-754-2699
 email: thumphri@bsamail.org

Wind River District

Mystie Thomas
 307-840-0259
 email: mystiethomas@hotmail.com

James Meservy
 307-840-6071
 email: james.meservy@scouting.org

Cloud Peak District

Sandy Niles
 (H) 307-347-9445
 email: aandsniles@hotmail.com

James Meservy
 307-840-6071
 email: james.meservy@scouting.org

Chocadewakoa District

Janda O'Bryan
 307-299-5059
 307-670-9002
 email: janda@ideadesigncompany.com

Todd Greig
 307-674-1919
 todd.greig@scouting.org

For 2010 there are now Three ways to sell popcorn. All three will be totaled for your prize level.

1. Take Order – This is our traditional preorder type sale.
2. On-line – These products will ship directly to your customer.
3. Show and Sell – Your unit can have product on hand that would be sold in a public place. The left over product must be returned to the Council by October 22nd to receive credit.

ALL NEW 2010 TIMETABLE

ASAP.....Select your unit Popcorn Chair/Coordinator

May 18th and 19th Traveling Popcorn Orientation

All sales materials will be distributed. You will be able to sample and view products! Review Scout prize incentives. You will get answers to all of your questions. We will discuss common objections and ways to overcome them. We will discuss ways to finance your unit for an entire year! You will gain enthusiasm to share with your unit. Trust us— it's just plain **fun!**

Note: At the orientation, you will have an opportunity to visit with leaders from our top-selling units! A perfect chance to learn directly from those who are our very best.

****Be sure to have a Unit Representative in attendance***

JULY 27TH Unit Commitment Cards are due

AUGUST 16th Take Order **Sales Begin**

August 30th..... Show & Sell orders due

September 10th..... Show & Sell Product Delivered

September 11th..... Show and Sell sales Begin

October 22nd Any unsold show and Sell product must be returned to the Council for credit.

October 26th Take Order - Popcorn **Order Deadline - All orders must be placed online**

October 29th **Prize Order Deadline. Prizes may be ordered after this date, but you will not receive the 5% commission bonus.**

November 5th **Popcorn pick-up at designated locations**

November 6th **Popcorn Distribution**

November 30th **Popcorn Payments Due in Council Service Center.**

Remember only ONE Check per Unit!!

Helpful Hint: All commission plans require on-time payment.

COMMISSION PLAN

Individual Scout commissions will be determined by the Unit.

Note: Proper popcorn account settlement means all dollars must be receipted at the Council Service Center in accordance with proper accounting and audit guidelines, and the payment must be made with one check.

SPECIAL INCENTIVE: PAY CLOSE ATTENTION TO THESE REQUIREMENTS FOR COMMISSION.

NEW Commission Plan

- Earn **20%** commission of the gross dollar sales by doing the following:
SELL POPCORN

- Earn **5%** more commission when you **return commitment form in this brochure and you meet all product order deadline dates as listed in the 2010 timetable**, i.e. order popcorn, order prizes, and pick-up orders.
- Earn **5%** more if your unit sells 10% more per boy then last year. This only applies to units that sold in 2009. At \$500 per boy you automatically get the bonus.
- Earn **5%** more commission when you **turn your payment in on time with one check**.

Helpful hint: *Develop a commission/incentive plan for your Scouts who participate in the sale. It will give them increased incentive to do a great job for your unit.*

INTERNET INFORMATION

TRAIL'S END POPCORN WEB SITE : <http://www.trails-end.com>

Hook up with Trail's End on the World Wide Web and discover the fun and excitement of selling Trail's End Popcorn. Get the scoop on everything that makes Trail's End Popcorn such a hit. This information will appeal to Scouts, parents, unit leaders, and consumers.

This great resource should make your sale even easier.

Also Check Out:

The Products
Scout Awards
Scout Tips
Family Sale Information

Create a Newsletter
Unit \$ Tips
Order your Prizes
Order Your Popcorn

Track Your Sales
Create a Unit Budget
Merit Badges, Awards,
Achievements & lots, lots

PRODUCT LINE, COST AND COMMISSIONS

Product Line	Sale Price	Unit Commission			
		20%	25%	30%	35%
Chocolate Lover's Collection	\$50.00	\$10.00	\$7.50	\$15.00	\$17.50
Savory & Sweet Collection	\$40.00	\$8.00	\$10.0	\$12.00	\$14.00
Cheese Lover's Collection	\$30.00	\$6.00	\$7.50	\$9.00	\$10.50
Popcorn for our Troops -Gold	\$40.00	\$8.00	\$10.00	\$12.00	\$14.00
Popcorn for our Troops - Silver	\$25.00	\$5.00	\$6.25	\$7.50	\$8.75
18 Pack unbelievable Butter	\$18.00	\$3.60	\$4.50	\$5.40	\$6.30
18 Pack Butter Light	\$18.00	\$3.60	\$4.50	\$5.40	\$6.30

PRIZES FOR YOUR SCOUTS

Youth Prizes

Participating youth can earn a popcorn sales **patch or pin**. Also, Scouts can earn prizes at the \$125, \$225, \$325, \$425, \$625, \$825, \$1,100, \$1,350, \$1,850, and \$2,350 levels.

Prizes are not cumulative – The popcorn system will combine the total product sold for the On-line sale, the take-order and the Show and Sell for your unit level.

<u>Ther</u>	5—Way Tin	Chocolate Lover's Tin — 18 oz. Chocolatey Covered Pretzels—12 oz. Chocolatey
<u>Distr</u>	5—Way Tin	Chocolate Lover's Tin — 18 oz. Chocolatey Covered Pretzels—12 oz. Chocolatey
<u>Coun</u>	5—Way Tin	Chocolate Lover's Tin — 18 oz. Chocolatey Covered Pretzels—12 oz. Chocolatey Peanut Clusters—18 oz. White Chocolatey Pretzels—20 oz. Chocolatey Caramel Crunch—20 oz. White Chocolatey Caramel Crunch.
Pleas		
<u>orde</u>	3—Way Tin	24 oz. Caramel Corn with Almonds & Pecans—22 oz. Chocolatey Caramel Crunch—7 oz. Gourmet Cheddar Cheese Corn.
<u>comr</u>		
<u>File</u>	3—Way Tin	21 oz. 2-7oz. Bags of Gourmet Cheddar Cheese Corn. 1-7oz. Bag of Gourmet White Cheddar Cheese Corn.
Each	30 Pack	Variety Microwave — Six pack each of Butter Light, Butter, Unbelievable Butt Kettle Corn, & Kettle Corn Light.
copy		
	20 oz.	Trail's End mix—A trail mix of peanuts, cranberries, raisins, M&M's, almonds, and cashews.

entered into our bi-weekly drawing. Drawings will be held on Aug. 23, Sept. 1, Sept. 15, Sept. 29, Oct. 13, and Oct. 27. You can submit as many forms as you can fill during the sale.

MORE PRIZES

Trails End Prizes

\$600 in sales = Marshmallow Crossbow

\$1,500 in sales = \$50 gift card from Walmart or Amazon.com. The order form is on their web page at **www.trails-end.com**.

Trails End Scholarship Program

Here's how the scholarship program works:

- * The Scout must be registered.
- * To become enrolled in the program, the Scout must first attain a total of at least \$2,500 in popcorn sales during a given sales period (i.e. 2010 Fall Sale).
- * 6% of the Scout's gross sales will be credited to his scholarship fund. The maximum scholarship that can be awarded in a given year is \$1,000.

STEPS TO SUCCESS

1. Explain how to earn popcorn commissions!
2. Plan your campaign. From the pre-order through money collection, have the turn-in times and locations pre-determined.
3. **Attend the Traveling Popcorn Orientation on May 18th or 19th**. Contact your District Popcorn Chair for time and location.
4. **Conduct a Unit Popcorn Kickoff**. Train your Scouts. Brief them on proper sales techniques, as well as public courtesies. Help each Cub or Scout set a goal.
5. Encourage parents to use popcorn as a customer/employee holiday gift.
6. Orders must be placed on time, **October 26th**.
7. **Prize orders must be submitted on-line by October 29th**. As you collect orders, be sure to confirm prize selections for those Scouts who qualify.
(Prize orders received after this deadline will not receive their 5% commission bonus.)
8. Keep accurate records. **You MAY NOT return take order popcorn**. The Scouts should be able to deliver the popcorn within a few days after pickup (**Saturday, November 6th**). Collect the money when popcorn is delivered. Schedule a "turn-in" party to collect money from Scouts.
9. **Deadline for properly settling your account is November 30th**. All money must be receipted at the Council Service Center in accordance with proper accounting and audit guidelines.
10. Prepare your unit's budget based on the Ideal Year of Scouting. Set a goal for your Unit sales. Make this your only money earning project for the

year.

See www.trails-end.com for additional help.

11. Remember to mail in your Unit Commitment form by **July 27th** .

SCOUT TIPS

- ☺ Always wear your Class A uniform.
- ☺ Always sell in pairs or with an adult and never sell after dark.
- ☺ 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.
- ☺ Remember to always have two pens with you and make sure you keep your Take-Order Form as neat as possible.
- ☺ Not every house will buy, so do not become discouraged.
- ☺ The more people you ask—the more people will buy.
- ☺ Keep your customer list for next year's sale.
- ☺ Always say “thank you!” With a Smile

INCREASE YOUR SALES - INVOLVE YOUR VOLUNTEER LEADERS, SCOUTS AND PARENTS

Sales Tips

- Ask parents to consider popcorn as an employee holiday gift or customer “thank you” at their place of business. Make a corporate sale!
 - Popcorn is a great gift for holidays, friends, relatives, mailman, etc.
 - Have the unit committee set a unit popcorn sales goal with special unit incentives such as:
 - Youth achieving goal earns double commissions
 - Top three sellers in the unit earn special prizes
 - Top seller in den/patrol awards
 - Top den/patrol per capita receive a pizza/ice cream party
- Advertise popcorn sales in school, church and community publications.
- Photocopy or keep previous Take-Order Forms so you can have Scouts call on past satisfied customers.
- Be creative and watch your sales (and profits) rise.

Account Settlement Tips

As your Scouts collect payments, checks should be payable to your unit, and deposited in your Unit checking account..

- ☺ **By sending in your commitment form, closing your account by November 30th, and bringing only ONE check to the Council Service Center payable to BSA, your unit will qualify for the extra Commission.**

2009 Top Selling Units by District

River Bend District

Pack 1013 \$27,427
 Pack 1026 \$25,770

Big Horn District

Pack 3144 \$6,819

Cloud Peak District

Pack 5045 \$7,173
 Troop 5045 \$4,802

Elakawee District

Pack 2385 \$18,758
 Pack 2410 \$16,511

Wind River District

Pack 4044 \$14,872
 Troop 4044 \$3,604

Chocadewakoa District

Troop 6051 \$16,055
 Pack 6099 \$13,197

ORDERING/SHOPPING INFORMATION

Order Deadline: Deadline for all orders is **October 26. No Exceptions.**

You may:

- Enter your order on the www.trails-end.com web page
- You may make changes until October 26, before 12:00 PM.

Please do not phone in your order!

Remember to order your prizes on-line by October 29. Please be sure all information is complete and each Scout's order is included.

Questions on pickup? Call your Unit Popcorn Chair, Your District Popcorn chair or your District Executive (see phone numbers on page 3). Thank you for **not** calling the pickup location or the Council Service Center.

Order discrepancies at pickup locations and damaged product must be reported to the Council Service Center within 48 hours.

2007 Top Selling Units by District

**** New for 2010** Order exact quantity instead of full cases.**

Add-on Orders: Additional product may be ordered, from the Council, subject to availability. River Bend District Elakawee District

For each additional product ordered after Tuesday, October 26, there may be an additional charge for shipping fee, depending on the availability of popcorn on-hand.		
Pack 1013	\$14,279	Pack 2310 \$13,782
Pack 1026	\$12,193	Pack 2385 \$13,027

PLEASE FILL OUT FORM BELOW COMPLETELY AND MAIL TO COUNCIL SERVICE CENTER

<u>Big Horn District</u>	<u>Wind River District</u>
UNIT COMMITMENT CARD Pack # _____ Troop # _____ Team # _____ Crew # _____	
Unit Popcorn Chair Pack 3144 _____ \$4,863 _____ # of Scouts Selling Pack 4044 _____ \$12,158	
Address _____ Pack 3078 _____ \$2,255 _____ City _____ Zip _____	Pack 4136 _____ \$9,741

Which sale to you plan to participate in: _____ Take Order _____ Show and Sell _____ On-line sale _____

Business Phone _____ Home Phone _____ Cell Phone _____

DISTRICT POPCORN PICKUP LOCATIONS

(Any questions concerning popcorn pickup should be directed to your District Popcorn Chair or District Executive as listed on page 3 of this brochure.)

River Bend District

Pro Chem
1800 Opportunity Blvd
Casper, WY
Contact: Julie Schebler 265-5506

Big Horn District

To be determined
Contact : Judy Showalter 754-4618
For exact location

Cloud Peak District

North Park Transportation
317 N. 4th St.
Worland, WY
Contact:: Sandy Niles 347-9445

Elakawee-Sheridan

Sheridan Seed and Feed
101 N. Scott
Sheridan, WY
Contact: Donna Richards 674-0999

Elakawee--Buffalo

Thars Feed & Supply
710 N. Main
Buffalo, WY
Contact: Danielle Burns 683-3078

Wind River District

Pepsi Cola / 7UP
1212 Market St.
Riverton, WY
Contact: Will Hill 463-2347

Wind River--Lander

Safeway Store
485 W Main St
Lander, WY
Contact: Will Hill 463-234

Chocadewakoa District

Secor
3570 Bird Dr.
Gillette, WY
Contact: Sheila Dooley 299-8639

Information listed above was confirmed as of this printing. Some of the locations listed have limited capacity. Additional locations may be added. We may call your District Popcorn Chair if a location change would be more convenient and/or a location is at capacity. Thanks for working with us!



Helpful Hint: Make sure your Scouts keep copies of their Take Order forms. The people that purchased this year can be their first prospects for the 2011 campaign..