

**FUND THE EXPERIENCE OF A
LIFETIME
YOUR IDEAL YEAR OF SCOUTING**



2011 POPCORN SALES GUIDE

You can find this guide on our website at
www.wyoscouts.org

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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
c)307-258-8871
jschebler@bresnan.net

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

Elakawee District

Donna Richards
h)307-674-0999
w)307-655-2291
c)307-751-5032
donna.richards@bresnan.net

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

Big Horn District

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

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

Wind River District

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

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

Cloud Peak District

Sandy Niles
h)307-347-9445
c)307-431-6786
aandsniles@hotmail.com

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

Chocadewakoa District

Janda O'Bryan
c)307-299-5059
janda@ideadesigncompany.com

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

For 2011 there are still 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.

2011 TIMETABLE

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

May 18th, 19th & 20th 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***

Wednesday, July 20 th	<u>Unit Commitment Cards are due</u>
Monday, August 1 st	Online sales start to count toward prizes
Monday, August 15 th	Take Order <u>Sales begin</u>
Monday, August 29 th	Show & Sell orders due
Friday, September 9 th	Show & Sell Product Delivered
Saturday, September 10 th	Show and Sell sales Begin
Friday, October 21 st	Any unsold show and Sell product must be returned to the Council for credit.
Tuesday, October 25 th	Take Order - Popcorn <u>Order Deadline</u> All orders must be placed online
Friday, October 28 th	Prize Order Deadline . Prizes may be ordered after this date, but you will not receive the 5% commission bonus.
Friday, November 4 th	Popcorn pick-up at designated locations
Saturday, November 5 th	Popcorn Distribution
Wednesday, November 30 th	Popcorn <u>Payments Due in Council Service Center</u>

Remember only ONE Check per Unit!!

COMMISSION PLAN

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

Individual Scout commissions will be determined by the Unit.

Note: Proper popcorn account settlement means all dollars must be received 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.

- 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 2011 timetable**, i.e. order popcorn, order prizes, and pick-up orders.
- Earn **5%** for averaging \$600 per boy in sales based on June 30th Membership numbers. Ask your District Executive for this number.
- 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 : 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 more

PRODUCT LINE, PRICES AND COMMISSION AMOUNTS

Product Line	Unit Commission Amount				
	Price	20%	25%	30%	35%
Popcorn for our Troops – Gold	\$50	\$10	\$12.50	\$15	\$17.50
Popcorn for our Troops - Silver	\$30	\$6	\$7.50	\$9	\$10.50
Savory & Sweet Collection	\$40	\$8	\$10	\$12	\$14
Cheese Lover’s Collection	\$30	\$6	\$7.50	\$9	\$10.50
White Chocolate Pretzels	\$25	\$5	\$6.25	\$7.50	\$8.75
18 Pack Kettle Corn	\$22	\$4.40	\$5.50	\$6.60	\$7.70
Chocolatey Triple Delight	\$20	\$4	\$5	\$6	\$7
18 Pack unbelievable Butter	\$18	\$3.60	\$4.50	\$5.40	\$6.30
18 Pack Butter Light	\$18	\$3.60	\$4.50	\$5.40	\$6.30
Caramel Corn with Nuts	\$18	\$3.60	\$4.50	\$5.40	\$6.30
Butter Toffee Caramel light	\$18	\$3.60	\$4.50	\$5.40	\$6.30
Small Caramel Corn	\$10	\$2	\$2.50	\$3	\$3.50
Popping Corn	\$10	\$2	\$2.50	\$3	\$3.50

PRIZES FOR YOUR SCOUTS

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 prize level.

Please make sure to order your prizes by October 28th. **Late prize orders will be processed, but you will not receive your 5% commission bonus from the Council.**

The order form is on their web page at www.trails-end.com

Council Prizes

Filler up - Each time you fill up a sales sheet you can copy the sheet and mail it to the Council Service Center, to be entered into a bi-weekly drawing. Drawings will be held on Aug. 29th, Sept. 12th, Sept. 26th, Oct. 10th, and Oct. 24th. You can submit as many forms as you can fill during the sale.

\$600 Club party – You and a parent will be treated to a pizza party and tickets to a local sporting event.

Online sales patch – for making at least one online sale.

Trails End Prizes

Patch and pin – By participating in the Popcorn sale.

\$100 Military Club – Sell \$100 of military donation popcorn and earn an awesome patch.

\$600 Club - Receive a Zyclone.

\$1,500 Club - \$50 gift card from Walmart or Amazon.com.

Trails End Scholarship Program - Here's how it 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 year.
- * 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.

Trails End duffle bag – for unit Popcorn chairs that hold a unit Popcorn “Kick Off”.

Lots of other cool prizes – visit www.trails-end.com

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, 19th & 20th**. 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. Receive a Trails End duffel bag for conducting a “Kick Off” **see page 11 for the order form**.
5. Encourage parents to use popcorn as a customer/employee holiday gift.
6. Orders must be placed on time, **October 25th**.
7. **Prize orders must be submitted on-line by October 28th**. As you collect orders, be sure to confirm prize selections for Scouts who qualify.
(Prize orders received after this deadline will not receive their 5% commission bonus from the Council.)
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 4th**). 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 20th**.

SCOUT SELLING 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.
- ☺ Always say “thank you!” With a Smile
- ☺ Keep copies of your Take Order forms. The people that purchased this year can be your first potential customers in 2012.

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.**

2010 Top Selling Units by District

River Bend District

Pack 1013 \$37,489
Troop 1013 \$18,813

Big Horn District

Pack 3144 \$9,117
Pack 3007 \$707

Cloud Peak District

Pack 5225 \$3,168
Troop 5045 \$4,240

Elakawee District

Pack 2385 \$27,476
Pack 2410 \$20,128

Wind River District

Pack 4044 \$22,317
Troop 4044 \$5,687

Chocadewakoa District

Troop 6051 \$15,671
Pack 6099 \$17,682

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

Elekawee--Buffalo

Bloedorn Lumber
711 N. Main
Buffalo, WY
Contact: TBD

Big Horn District

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

Wind River District

Pepsi Cola / 7UP
1212 Market St.
Riverton, WY
Contact: Mystie Thomas 840-0259

Cloud Peak District

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

Wind River--Lander

Location to be determined
Lander, WY
Contact: Mike Lewis 438-1152

Elakawee-Sheridan

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

Chocadewakoa District

Location to be determined.
Contact: Janda O'Bryan 299-5059

Information listed above was confirmed as of this printing. Some of the locations listed have limited capacity. Additional locations may be added. You 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!

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

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DUFFLE BAG ORDER FORM

For unit Popcorn chairs who hold a "Kick Off"

Unit Popcorn Chair _____ Pack, Troop, Team, Crew (**Circle One**) Unit # _____

Address _____ City _____ Zip _____

Business Phone _____ Home Phone _____ Cell Phone _____

Date your "Kick Off" was held _____ # of boys attending _____ # of adults _____

Fax to 307-237-5006 or Mail to PO Box 1506, Casper, WY 82602