



Boy Scouts of America
Suwannee River Area Council
2009 Magazine Voucher KO

Magazines + Popcorn = More Money for You



Non-food alternative broadens your appeal

- Average Household spends **OVER \$100** per year on magazines
- 4 out of 10 magazine buyers would have bought nothing if magazines had not been offered
- 4 out of 10 consumers buy more than 1 item

**Magazine & popcorn-selling units had
100% HIGHER sales increases than
popcorn-only units**

How It Works



A Time Inc. Company

- **70% Return to Scouting**
- **Same Great Unit Commission as with popcorn**
- **Scouts select great prizes based on combined sales of popcorn AND magazines**
- **Consumers purchase \$10 or \$20 voucher to redeem for a magazine subscription**
 - **Savings up to 92% off** the cover price
 - **Consumers can choose from 50+ magazine titles**
 - **\$10 voucher offers low price way to try a NEW magazine**
 - **\$20 voucher offers great FREE gifts for customers**
- **Easy to try new magazine or renew existing subscription while Supporting Scouting**

Magazine Program



A Time Inc. Company

New Customized Sales Brochure:

- Brands your Council and communicates the value of Scouting
- *BSA Words to live by* theme throughout
- Designed like a consumer catalog, the way people like to shop
- Makes it easy to shop by category:
 - Best Sellers, Women's Favorites, Great Kids Combos, Sports and Adventures
- Center gift spread featuring free gifts for customers on many \$20 offers
- Increase sales by helping the Scout hear "YES" more, by helping them sell Scouting

Magazine Program



A Time Inc. Company

New Scout Envelope:

- Allows for collation of Popcorn and Magazine order forms in one single Product Sale packet
- Allows Scout to carry magazine vouchers for immediate sales
- Reinforces the values of Scouting by featuring the Words TO Live By campaign
- Adds Scout's individual and unit sales goal to encourage Customers to support him



2009 Popcorn & Magazine Sale

**HELP
SUPPORT
OUR SCOUTS**



TRUSTWORTHY | LOYAL | HELPFUL | FRIENDLY | COURTEOUS | KIND | OBEYENT | CHEERFUL | THRIFTY | BRAVE | CLEAN | REVERENT
words to live by

**LOOK INSIDE FOR THE
2009 Popcorn & Magazine Sale**



Magazine Vouchers



A Time Inc. Company

Unit Steps:

1. Collect & total orders from Scouts
2. Place order on www.magazinederby.com
 - a) \$10 & \$20 Vouchers
 - b) Patches
 - c) Free Pinewood Derby Car or Lantern & Multipurpose
3. Vouchers & prizes delivered & distributed at popcorn distribution
4. Scouts deliver vouchers & collect money at the same time as popcorn



MAGAZINE ACTIVATION VOUCHER

1. What magazine title (see magazine listing)?

Magazine Title: **\$10 PAID**

2. How long for delivery? New Customers Renewal

3. How long for delivery? New Customers Renewal

Name:

Address:

City: State: Zip:

Phone:

If giving as a gift, print recipient's full name and address:

Name:

Address:

City: State: Zip:

Phone:

402 TB2011 (Rev. 4)

Important:

SEND NO MONEY - YOU ALREADY PAID

- Each Magazine Activation Voucher is good for one subscription ONLY.
- You must return an original Magazine Activation Voucher (photocopies will not be accepted, or void).
- **NO CASH REDEMPTION** to activate your subscription.

For questions or comments, call 1-800-766-2882. Or write to Magazine Customer Service, P.O. Box 62219, Tampa, FL 33662-0219.



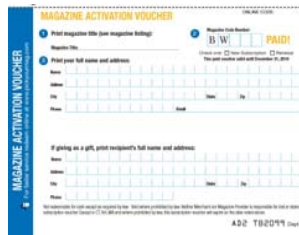
Magazine Vouchers



A Time Inc. Company

Consumers Can:

- Use as a Great gift for friends, family, teachers, coaches, neighbors, etc...
- Redeem their magazine selection online or mail
- Try a new magazine delivered to their home
- Extend existing favorite subscriptions
 - Complete voucher with your same name/address as on the mailing label on your current subscription
 - Credit will be added to your account – No matter when you last renewed



Scout Incentives For Scouts

- **Sell 1** voucher and receive Magazine Voucher Patch
- **Sell 10** vouchers and receive Cub Scouts - Pinewood Derby Car
Boy Scouts – Lantern & Multi Tool

For Units

- **Sell 100** Vouchers to Qualify Grand Prize Feature in Sports Illustrated Kids
 - Your unit will win an opportunity to conduct an interview with its favorite athlete for Sports Illustrated Kids magazine



A Time Inc. Company



Entering the Prize Zone is easy!

Just sell your first Magazine Voucher and you're in. Sell 10 or more and you can earn even more great prizes. What are you waiting for?



NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. SEE US AT THE EVENT. ONLY ONE ENTRY WILL BE MADE. Open to legal residents of the 50 United States or the District of Columbia, age 18 or older who are Unit Leaders of The Boy Scouts of America at time of entry. Void where prohibited by law. Sweepstakes begins at 12:01 AM Eastern Time (EST) on 7/17/09 and ends at 11:59 PM ET on 12/21/09. See Official Rules on back of flyer for further details including on how to enter without selling. Sponsor: Sports Illustrated for Kids.

Level One

Don't be seen without the patch that proves you're an important member of your unit! Just sell 1 Magazine Voucher and it's yours!



Level Two

Every scout who sells 10 vouchers earns:

For Cub Scouts

Each Scout will receive a certificate redeemable for a Pinewood Derby Car in the Council Scout shop.

For Boy Scouts

Each Boy Scout will receive two great prizes: a lantern with a multipurpose tool.



Sweepstakes Grand Prize

Imagine you and the rest of your unit being able to interview one of your favorite athletes for Sports Illustrated for Kids magazine! Think it'll never happen? Think again! Because any unit who has sold a combined total of 100 or more Magazine Vouchers will be entered in a random drawing, and the winning unit will be selected to do just that.



One Sports Illustrated for Kids magazine will win an interview with their favorite athlete in Sports Illustrated for Kids.



CONGRATULATIONS!

You have earned a free
Pinewood Derby Car.

In recognition of selling **10** magazine subscription vouchers,
this certificate is hereby awarded to

A member of Pack number _____,

Den number _____

Redeem this certificate at your Council store
for a Pinewood Derby car.

How to Order Vouchers



- Go to www.magazinederby.com
- Click on Order Vouchers Here
- Log In with **664SWA**
- Select the number of \$10 and \$20 vouchers you wish to order
- Select the number of patches, Pinewood Derby certificates (Cub Scouts) and lantern/multi-purpose tools (Boy Scouts) your unit earned

Unit Tips for Success



A Time Inc. Company

- 1) Always carry popcorn & voucher order forms
- 2) Encourage families to use vouchers as a gift for Teachers, Coaches, Bus Drivers, Neighbors etc.
- 3) Order 10 vouchers for each Scout for Show-n-Sell & put them in the Scout Envelope, so they can earn their Pinewood Derby Car or Lantern & Multi Tool
 - A. Saves the family a second trip & a lot of time
 - B. Return ALL unsold vouchers
- 4) Promote a Family Literacy Program – Each Family picks a magazine they can read together

Scout Selling Script



A Time Inc. Company

Hello I am _____ with Pack/Troop _____.
I am trying to raise money to pay
for_____. This year, in addition to
popcorn, we are also offering a variety of
magazines as another great option for
consumers. You can order a new title or renew
an old favorite ... No matter what you purchase
70% will go back to support scouting ... So
what sounds good to you?

Always Say Thank You

FSI Voucher Program

Frequently Asked Questions



A Time Inc. Company

1. Does the voucher expire?
 - **NO!!!**
2. Can you renew an existing magazine?
 - **Yes, Fill out the voucher with the same name and address listed on your current subscription's mailing label**
3. How long does it take to get the magazine?
 - **6 – 8 weeks after voucher is mailed based on magazine schedule**
4. Does the consumer have to choose a magazine when they order?
 - **No, They just choose a voucher amount**
5. How much is the subscription marked up?
 - **It is marked down below most public offers up to **92%** off cover prices**
6. Who delivers the premium items?
 - **The United States Post Office**
7. Does it make a good gift?
 - **Yes. 2 out of 10 vouchers were given as a gift**
8. What are the 3 Easy Steps?
 1. **Consumer picks a voucher amount of \$10 or \$20**
 2. **Scout Delivers voucher and collects payment**
 3. **Consumer redeems at www.pickyourmag.com or completes & mails**
9. Is FSI / Time Inc. affiliated with Trail's End?
 - **There is no affiliation between the two companies**

Magazines + Popcorn = More Money for You



- **Non-food alternative broadens appeal of sale**
- **4 out of 10 magazine buyers would have bought nothing**
- **Current consumers buy more**
- **Consumers try new magazines or renew existing subscriptions**

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