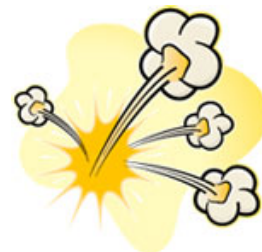


# 2009

# Unit Popcorn Chair Guidebook

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**POWERED  
BY  
POPCORN**



Pay for your entire year of Scouting with one fundraiser!

## Suwannee River Area Council Boy Scouts of America

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# Popcorn Program General Information



The Suwannee River Area Council, Boy Scouts of America serves 13 counties in northeast Florida and south Georgia. There are 3 Traditional Districts: Aucilla, Ponce de Leon and Thunderbird.

The Suwannee River Area Council sponsors one Council Fundraiser each year: Popcorn. Our theme for this year is "**Powered by Popcorn**". We hope that you will be able to fund your entire year of Scouting with just one fundraiser.

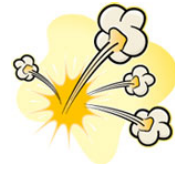
The money raised from the Annual Popcorn Sale benefits both your unit and Scouting throughout northeast Florida. The Unit earns up to 35% commission on the sale. The popcorn vendor, (Trail's End) earns a little over 32% of the gross sale. The Council earns a little less than 33% of the gross sale which helps fund the overall council scouting programs, including special needs units and assist with covering operating expenses at Camp Wallwood.

Some of the benefits of participating in a Council Fundraiser are: ***Low financial risk to your unit*** (payment is not required until the unit actually sells the product), organizational support provided by Council and financial benefit to the Council. A strong Council means strong Districts which means strong Units!

## Changes for 2009

- ✓ Units who attend Unit Popcorn Chair Training will receive a Unit Kickoff Starter Kit.
- ✓ New Tin Designs. Three are Scouting Specific.
- ✓ New Product, Chocolatey Triple Delight.
- ✓ The Caramel with Almonds & Pecans now also contains Cashews.
- ✓ Original Caramel corn comes 6 to a case.

**Remember, We're NOT just selling Popcorn . . .  
We're selling SCOUTING!!**



# Popcorn Terminology

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**Blitz Day** – This is part of the Show & Deliver portion of the sale. Units meet at a central location and go door-to-door in a specific neighborhood or area. Scouts take orders, collect money and deliver the product all at the same time.

**Case** – How the Popcorn is shipped: A Case holds a number of Containers from one to six. For Show & Deliver, *Popcorn must be ordered by the Case.*

**Commission** – Money earned by and kept by the Unit. Commission is up to 40%

**Container** – Individual Popcorn boxes or tins. For Take Order, *Popcorn may be ordered by the Container.*

**Delivery Site** – Location where Unit picks up their Popcorn order. Tri-States Automotive Warehouse, 745 W. Gaines St., Tallahassee, Florida 32304.

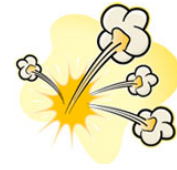
**IYOS** – Ideal Year Of Scouting, or IYOS, is a planning and budgeting process tool.

**orderpopcorn.com** – Scouts can have out-of-town friends and relatives order popcorn online. This is a supplement to the regular sale. Commission is paid to units and each scout earns prizes for the sale.

**Show & Deliver** – Scouts go door-to-door and sell popcorn. As a sale is made, if the Scout has that item, he delivers it on the spot.

**Show & Sell** – Units arrange for storefront sites to set up and sell popcorn. Customers purchase popcorn that Units have with them.

**Take Order** – Individual Scouts with a parent, or groups of Scouts with an adult, sell door-to-door, or to friends and family. The product is delivered on a future date, and the Scouts deliver it to their customers. Collect payment at the time the order is placed by consumer.



# Unit Popcorn Chair Responsibilities

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## **Assist in Creating a Unit Budget using the “Ideal Year of Scouting” (IYOS)**

**Process** (An IYOS Worksheet is in the back of this Guidebook)

*Step 1.* Brainstorming – Come up with Activity Ideas. Be sure to include the Scout’s ideas.

*Step 2.* Activity Calendar – Plan your “Ideal” year.

*Step 3.* Budget Planner – Add in other Unit expenses, then determine Unit income from sources other than Popcorn. Subtract your income from sources other than Popcorn from your Unit expenses. You are left with the amount of money you will need to raise from your Popcorn Sale.

*Step 4.* Income Planner – Determine how much Popcorn you will need to sell to implement your Ideal Year of Scouting. **Per Scout Goal, Very Important!!**

## **Get the Word Out!**

Use your Unit meetings, newsletters, and websites to let Scouts and parents know the importance of the Popcorn Sale. Keep them posted about important dates.

## **Create Your Own Unit Incentive Program**

In addition to the Prize Program provided by the Council and the Incentive Program provided by the Popcorn Vendor, develop your own Incentive Program. Recognize top selling Scouts and Dens/Patrols. Be creative, maybe the top selling Scout gets to pie the Cub Master. Have Scouts and Dens/Patrols report their progress at meetings. This will help keep the momentum going.

## **Develop Your Unit Calendar**

From the Council Calendar and District Calendar, create your Unit Calendar. Make sure every Scout and Parent in your Unit receives a copy.

**Plan and run your Unit Popcorn Kickoff.** (A Sample Unit Kickoff Agenda is in the back of this Guidebook).

This is a critical step. This is where you ensure everyone has the information they need for a successful sale, and it gets your Scouts pumped up. Make this event fun!

**Place Unit Show & Sell Order and Arrange for Pick Up.** All orders must be placed online.

- ✓ First determine when and where your unit is going to sell. Enlist the help of other parents in the unit.
- ✓ Next, determine how much Popcorn to order.
- ✓ Order your Show & Deliver Order Popcorn (Order placed online).
- ✓ Arrange for and schedule your time for Show & Deliver Pick Up at the Delivery Site. Payment is not required until October.

### **Ensure all Scouts have Take Order Forms**

Make sure all Scouts and their Families have Take Order Popcorn Sales Forms, and that they understand the importance of the Sale.

### **Collect and Consolidate Scouts Take Order Forms and Prize Forms**

- ✓ On your Unit Calendar have a date, time and place for all Scouts to turn in their Take Order Forms, and what prizes they want.
- ✓ Consolidate all of the Scout Forms and place your online order for the take order.
- ✓ Consolidate all prizes and place your online prize order.
- ✓ When calculating prizes, don't forget to include your Show & Sell sales.

### **Arrange for Pick Up of Your Unit Take Order, and Distribute Product to Scouts**

Be sure to schedule your pickup time at the Tri State Automotive Warehouse.

#### Vehicle Load Guidelines

Mid-Size Car – 20 Cases

Mid-Size SUV – 40 Cases

Mini-Van – 60 Cases

Large SUV – 70 Cases

Arrange for a time and place for distribution to your Scouts as quickly after the Popcorn is picked up as possible. The fewer times the Popcorn is moved, the less the chance of damage.

## **Collect all Checks and Cash from Your Scouts**

Arrange for a time and location to collect the Scouts money and checks. Make sure this date is on your Unit Popcorn Calendar.

## **Payment to Council (For Show & Sell and Take Order)**

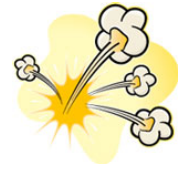
Units may pay for their Unit Popcorn (Show and Sell and Take Order) with a ***Unit Check***. No third party checks can be accepted. This is because the Council has had checks returned for NSF in the past. Ensure your order is placed online, prizes ordered online and one check made payable to ***Suwannee River Area Council*** is ready to be turned in at the scheduled date and time of settlement.

## **Trails End \$1,500 Sales Incentive and Trails End \$2,500 Sales Scholarship**

Distribute Trails End \$1,500 Sales Incentive Forms and Trails End \$2,500 Sales Scholarship Forms to the parents of Scouts who reached these sales goals. These forms are available online at Trails-End. Please submit these forms together with supporting documents when you come in for your settlement.

## **Prizes**

Prizes are shipped directly to the unit leader listed on the online information when prize orders are placed. The Unit Popcorn Chair is responsible for issuing prizes to the Scouts in their Unit.



## Popcorn Key Dates

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Popcorn Kick Off.

August 1, 2009 – 9:00AM – Faith Presbyterian Church

Unit Show & Deliver Orders Due online.

September 4, 2009

Show & Deliver Popcorn Unit Pick Up. (Be sure that you have scheduled your pick up time.)

September 18, 2009 – 8:00am – 6:00 pm

Tri –States Automotive

745 W. Gaines St

Tallahassee, Florida 32304

Unit Take Orders due online including your prize order.

October 29, 2009

Settlement at your scheduled time: Council Service Center (one check made payable to Suwannee River Area Council for all sales , all orders placed online, including prizes. Be sure to have your \$1500 sales and \$2500 scholarship forms)

October 30, 2009 – 8:00am – 6:00 pm

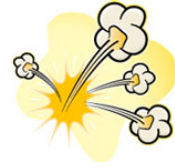
Unit Take Order Pick Up (Be sure that you have scheduled your pick up time.)

November 13, 2009 – 8:00am – 6:00 pm

Tri-States Automotive Warehouse

745 W. Gaines St

Tallahassee, Florida 32304



# Popcorn Sales Incentives

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**The following “Incentive Items” apply to all parts of the sale (except online sales) including Show & Deliver and Take Order, and are in addition to the Prize Program.**

## **Scout Incentives:**

**“Fill It Up”** – A Bow & Mallow. Bring in an original order form with all 28 lines filled in to the Service Center. (One (1) Bow & Mallow per scout), a special patch and certificate.

**Sell \$1,500** - Earn a \$50 Gift Card from WalMart.

**Sell \$2,500** - Trails End Scholarship. 6% of your sale will be added to the fund in the qualifying years. Scouts will earn 6% of any dollar amount sold each year after earning the scholarship. Participants will receive a scholarship statement each summer.

**Weekly Fill It Up Prize Drawings** - You could be the winner of an **I-Pod touch**. A drawing will be held each Monday during the sale. Each completed order form must be submitted by noon on 9/26, 10/3, 10/10 and 10/17 to be eligible for the weekly drawing of the **I-Pod touch**.

**Top Seller Recognition:** Each scout who sells \$1,000 will receive a 1 day pass to Wild Adventures.

**Top Seller:** The Scout with highest sales will win a **Sharp 32” LCD Flat Screen TV**.

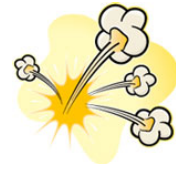
## **Unit Incentives**

A panel of judges will determine the winning videos. Submit your unit kickoff video at your settlement date and your unit could win one the following prizes:

**1st Place Prize -- \$200 deposited into unit account**

**2nd Place Prize -- \$150 deposited into unit account**

**3rd Place Prize -- \$100 deposited into unit account**



# Popcorn Product Line

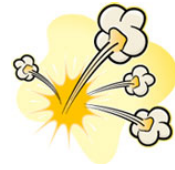
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## Show & Deliver

- \$30 – Trails End Cheese Lover’s Tin
- \$25 – Trails End Mix (Trail Mix)
- \$20 – Trails End Gourmet Caramel with Almonds, Pecans & Cashews
- \$20 – Trails End Caramel Corn Light
- \$15 – Trails End 15-Pack Unbelievable Butter Microwave
- \$15 – Trails End 15-Pack Butter Light Microwave
- \$10 – Trails End Caramel Corn

## Take Order

- \$40 – Support the Military Option
- \$25 – Support the Military Option
- \$50 – Trails End Chocolate Lover’s Tin
- \$40 – Trails End 3-Way Tin (Caramel w/Almonds & Pecans, Cheese, Chocolatey Triple Delight)
- \$30 – Trails End Cheese Lover’s Tin
- \$25 – Trails End Mix (Trail Mix)
- \$20 – Trails End Chocolatey Triple Delight
- \$20 – Trails End Caramel with Almonds, Pecans & Cashews
- \$20 – Trails End Caramel Corn Light
- \$15 – Trails End 15-Pack Unbelievable Butter Microwave
- \$15 – Trails End 15-Pack Butter Light Microwave
- \$10 – Trails End Caramel Corn



## What Successful Units Do . . .

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Form a committee, or have a partner. More than one person should be involved in the Popcorn Sale. The Cub Master, Scout Master, or Committee Chair **SHOULD NOT** be the Unit Popcorn Chair! They have enough to do.

Start early. Arrange Show & Sell locations over the summer. Build relationships with businesses that allow your unit to sell. Invite them to your Blue and Gold Banquet, or to a Troop Court of Honor. Let them see your unit in action.

Develop a unit activity calendar and budget (the Ideal Year of Scouting Flyer is a great tool for this). **ESTABLISH A PER SCOUT AND UNIT SALES GOAL! Asking each Family to fill up one order form is a great place to start. One filled order form will generate approximately \$350 in sales.**

Develop your own unit sales incentive plan. For example, maybe the top unit salesman gets to “pie” the Cub Master. Or maybe the Scout Master will shave off his mustache if the Troop meets their sales goal. Another idea is a pizza party for all Scouts who reach the sales goal set by your unit. Be creative and have FUN!

Explain to parents that Popcorn is your unit’s main or only fundraiser. Let them know what your unit will do with the money earned.

At a unit meeting, set up a model Show & Sell display. Role-play with your Scouts how to approach customers and what to say. Role-play with Scouts on how to do a door-to-door sale. There is an example at the back of this Guidebook.

Have an older Scout sell with a younger Scout. The combination of an experienced sales pitch and cuteness is usually **VERY** successful.

Do **NOT** break 15-Pack MW products into individual packs to sell for \$1. This results in having to make a **LOT** more sales, for a **LOT** less commission.

Communicate, **OFTEN**, with parents regarding popcorn sale dates and deadlines.



## Suggested Door to Door Presentation

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A pair of Scouts knock on the door dressed in Scout Uniforms with an order form and a pen. One Scout holds a box of popcorn and the other holds the order form. Both **SMILE**.

Customer greets Scout.

THE SCOUT SHOULD BE IN FULL UNIFORM WITH A BIG SMILE.

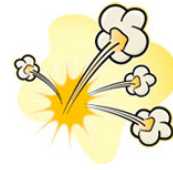
1. “Hello, My name is ...”, and
2. “I’m from Cub Scout Pack,” Or “I’m from Boy Scout Troop.”
3. “I’m selling delicious Trail’s End Popcorn to help support my Cub Scout Pack, or Boy Scout Troop.”
4. Hand the Order Form to the customer and say, “You will help me won’t you?”

Use this approach and you will GREATLY increase your number of YES’S!

### MAIN SOURCES OF SALES

1. Spend 1, 2 or more Saturdays knocking on doors in your neighborhood or nearby.
2. Call or visit relatives and close family friends.
3. E-mail or call distant relatives.
4. Ask Mom and Dad to sell at their work.
5. Set up a table at football games, soccer games, grocery stores, churches, etc. to sell. Get permission first.
6. Your family will love the popcorn. If you like it, you sell your customers on it.

**REMEMBER- IF YOU DON’T ASK, YOU WILL NEVER KNOW!**



# Trail's End Popcorn System

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The Trail's End Popcorn System allows Unit Popcorn Chairs to place Show and Deliver and Take Orders online, and to Place Prize Orders online.

## **What you need to do with the Trails End Popcorn System:**

1. Login to [www.trails-end.com](http://www.trails-end.com) . Then follow the instructions for "*First Login and Confirmation*".
2. Order Popcorn. Your Unit Show and Deliver and Take Order must be ordered online.
3. Order Prizes. Your Unit Prizes must be ordered online.
4. Unit Reports. IF you are using the Trails End Popcorn System you may print reports. Two very useful reports are the "*Unit Packing Slip*" and the "*Unit Invoice*". Both of these reports, and others, can be found under the "*Reports*" Tab on your Unit Home Page.



## Commissions

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27% -- participating in the sale

2% -- Attending popcorn kickoff (August 1, 2009)

2% -- Meeting all deadlines and placing orders online.

2% -- 10% increase in sales over 2008

5% -- Blow the Lid Off with a 20% increase in sales over 2008

2% -- No product returned.