

Great Southwest Council Boy Scouts of America



2007 Popcorn Sale Unit Sales Guidebook for Popcorn Kernels

This manual includes the full sales plan for your unit to have a successful and profitable popcorn sale, including:

- “Show & Sell,” “Show & Deliver,” and “Take-Order” sales
- 2007 Product List (New Popcorn Company)
- Sales Tips for your Boys
- Complete Prize and Commission Plans
- Training, Kick-off, and Report Information
- Popcorn ordering information
- Popcorn distribution and delivery information
- Money turn-in, account settlement and prize distribution
- Popcorn sales calendar
- Sample forms and how to use them

2007 Popcorn Sales Plan

Objective: It is the goal of the council popcorn sale to provide the most effective fund raising program to maximize the net income to units, so that their *entire annual program* can be successfully operated with this one fund raising effort.

Sales Overview: The fall 2007 Popcorn Sales plan consists of three types of sales plans:

- **Take Order Sales**—Boys solicit popcorn orders door-to-door, visiting friends and family, or from anywhere people gather. Individuals order the popcorn at that time, the Scouts record the name and address and sale on the “Take Order” form. The unit collects these forms, all orders are tallied, the popcorn is ordered and distributed. Boys deliver the popcorn and collect their money and turn it in to the unit Kernel. Boys are eligible for prizes for Take Order Sales. Take Order Sales are the best way to raise a *large amount of money* for your unit because of the expanded time frame and greater customer base. Product returns are not accepted in the Take Order sales program.

Units are eligible to earn up to 40% commission (including the value of the boy sales prizes) through the Take Order Sales plan. (See Unit Commissions, page 9).

- **Show & Sell Sales Program**—Units checkout popcorn and set up a sales table, usually in front of a business that generates a lot of foot traffic (grocery stores, discount stores, malls, etc.). The Show & Sell program is generally done on a Saturday (or several Saturdays), and involves members of the unit working shifts at the sales location. The Show & Sell program involves a limited product mix. These sales generate commission for the unit only; boys do not earn individual prizes for these sales. The Show & Sell program provides an easy way to raise funds in a short period of time, and eliminates door-to-door solicitation. A maximum of 20% (based on dollar value) of consigned product can be returned. Show & Sell product is ordered on the Show & Sell Order/Product Receipt form for pick-up the week of the sale, with all returns and settlement due on or before the Wednesday following the Show & Sell Sale to be eligible for the full commission. As with the Show & Deliver sales program, units earn commission, but *boy prizes are not available*.

Popcorn product is available for check out for Show & Sell and/or Show & Deliver in one-week or two-week increments only during the entire popcorn sales period. A maximum of 20% (based on dollar value) can be returned if not sold, and there is a strong financial incentive (5% commission) for not returning any product.

Units are eligible to earn up to 35% commission on Show & Sell and Show & Deliver Sales.

- **Show & Deliver Sales Program**—Boys solicit orders door-to-door from a limited product list (the same products offered in the Show & Sell Sales Program). Orders are filled immediately from inventory checked out on consignment by units. The Show & Deliver Sales program works best on a neighborhood sales program with three or four boys canvassing a neighborhood with a parent driving a car loaded with product for immediate delivery. The Show & Deliver Sales program is considered to be part of the Show & Sell Sales campaign for figuring unit commissions. A maximum of 20% (based on dollar value) of consigned product can be returned. Show & Deliver product is ordered on the Show & Sell Order/Product Receipt form for pick-up the week of the sale, with all returns and settlement due on or before the Wednesday following the Show & Deliver Sale to be eligible for the full commission. As with the Show & Sell sales program, units earn commission, but *boy prizes are not available*.

Popcorn product is available for check out for Show & Sell and/or Show & Deliver in one-week or two-week increments only during the entire popcorn sales period. A maximum of 20% (based on dollar value) can be returned if not sold, and there is a strong financial incentive (5% commission) for not returning any product.

Units are eligible to earn up to 35% commission on Show & Sell and Show & Deliver Sales.

HOW TO BEGIN

Set a Goal—Do some daydreaming. What does your unit want to do in the coming year? How much will it cost to send everyone to camp? How much money does it take to run your unit for the year? Set a dollar sales goal for the unit that will fund your program for the year with this one fundraiser. *Establish individual boy sales goals* by dividing the unit goal by the number of boys selling, or have each boy set his own personal sales goal for what he wants to accomplish. (2006 Sales averaged \$340 per boy selling popcorn.)

Sales Tips—Here are a few ideas that can help your boys have a successful sale:

- Wear your uniform, smile and be courteous
- Sell in teams
- Pre-sell by telephone—call potential customers and set appointments
- Sell by email—email friends and relatives out of the area, and get them order. You would then have to ship it to them.
- Remember your family and anybody you sold to last year (Review last year's take order sheets, if you kept them and remember to keep this year's for next year's popcorn sale.)
- Ask if either the boy or his parents can sell at the parent's work place.
 - Use the standard take-order form, attach a picture of the Scout (in uniform if possible) with a short note about what the Pack or Troop and individual wants to do with the money earned
- Sell to businesses for their gifts to customers
- Set a goal—how much does your unit need to earn? What specific prize do you want to shoot for?
- Review salesman tips in the popcorn mailer/prize brochure
- Use the Campmasters sales tools
- If the potential customer does not like popcorn, show them the Magazine Voucher.
- Have your Scouts practice using the following script:
 - “Hi, my name is _____.”
 - “I'm from Cub Scout Pack _____.” (Boy Scout Troop _____)
 - “I'm raising money to help support my Pack (Troop).”
 - “You can help me by buying some of our delicious Popcorn.”
 - Always say “Thank you” whether the person buys something or not.

Popcorn Product Mix:

5-way Gourmet Chocolate Tin	\$50
Chocolatey Caramel Popcorn	
White Frosted Caramel Popcorn	
Chocolatey Frosted Pretzels	
White Frosted Pretzels	
Chocolatey Peanut Clusters	
3-way Tin	\$40
Chocolatey Caramel Crunch	
Supreme Caramel Corn with Almonds & Pecans	
Butter Toffee Caramel Popcorn	
Cheese Lovers' Tin	\$30
White Cheddar Cheese	
Yellow Cheddar Cheese	
Cheesy Salsa	
24 pack Variety Microwave	\$25
Movie Theater Extra Butter	
94% Trans Fat-Free Butter	
Kettle Corn	
White Cheddar Cheese	
24 pack Movie Theater Extra Butter Microwave *	\$25
20 pack Snack Size 94% Fat Free Butter Microwave *	\$20
Magazine Voucher	\$20
22 oz. Chocolate Caramel	\$18
24 oz. Supreme Caramel Corn w/ Almonds & Pecans *	\$18
14 pack Kettle Corn Microwave	\$15
15 pack Extra Buttery Roasted Summer Corn Microwave *	\$15
Magazine Voucher	\$10
10 oz. Caramel Corn with peanuts *	\$ 8
3# Popping Corn	\$ 8

*These five products are available for Show & Deliver and Show & Sell Sales programs. Historic Show & Sell sales successes and for inventory control purposes, only these five products will be offered for the Show & Sell and Show & Deliver sales programs.

Tentative Prize Structure—Prizes for individual boy sales efforts in the Take Order Sales Plan.
 (Subject to change—see boy prize brochure mailer for final prize list):

Level 1	\$75 sales	Whistle Keylight w/ compass Message Fan Projector Keychain Lizard Light Glider Aqua Launcher
Level 2	\$175 sales	Mountaineer 3-in-1 Radio Sports Hook Radio \$9 Camp Certificate Rifle Air Foam Game Trivia Toss Unisex Sport Watch
Level 3	\$350 sales	Walkie Talkie Wristwatch Blackbird Estes Rocket Trailtorch Watch 2 Pick-a-kits Embassy Chess Set
Level 4	\$500 sales	7-in-1 Desktop Game Set Go-N-Grow Sleeping Bag 3 Pick-a-kits Trailblazer Excursion Kit
Level 5	\$650 sales	Helmsman Knife Turbo Tumbler 4 Pick-a-kits Microlite Backpack Stove Cot Trooper Military
Level 6	\$900 sales	Chill & Grill Outdoor Kit Swiss Army 128mb Memory Stick Road Trip Grill Motorola 2-way radios
Bonus Level!	\$1000 Sales	Council \$1000 Club T-shirt including Each \$1000 seller's name
Level 7	\$1250 sales	Teton 2 Tent Eurduro Max Mayham Camelbak
Bonus Level!**	\$1500 Sales	\$50 AMEX Gift Certificate from Campmasters
Bonus Level!**	\$2000 sales	Choice of Play Station 2 or IPOD Shuffle from Campmasters

Level 8	\$2300 sales	Kelty Coyote Backpack Axis Altimeter Watch Tent Dome 4
Bonus Level!**\$3000 sales		\$150 US Savings Bond plus \$50 AMEX card* from Campmasters
Level 9	\$3500 sales	Snowboard

*For each \$1,000 in sales above the \$3,000, the scout qualifies for a US Savings Bond that is 5% of their sales plus the original \$50 AMEX card. Sales achievement must be verified with each Council.

**For the Campmasters' Bonus Levels, the scout only qualifies for the level reached and not each Campmasters Bonus Level. For example, a scout that sells \$3000 in popcorn only gets the prize at the \$3000 Campmasters Bonus Level and *not* the prizes at the \$2000 and \$1500 Campmasters Bonus Levels. However, the scout is still eligible for the other prize levels not associated with Campmasters.

Prize Guidelines:

- Prizes are for individual boys sales in the Take Order sales plan only
- **Sales from different boys cannot be combined**
- Units may not take additional cash commission in lieu of prizes
- Boys can select one prize from the total sales level reached, or combine prizes that total the sales level (prizes are not cumulative)
- Prizes will be available for pick-up or for shipping (shipping charges may apply) as soon as the unit turns in all funds due and the registration status of all boys earning prizes is confirmed.
- In the event any prize is backordered, the bulk of the prize order will be shipped, with back ordered items to follow as soon as they arrive.
- All prizes, including the patches and pins, are ordered on the official Unit Popcorn Prize Order Form only—**no other formats can be accepted**. Units gather the individual boy prize requests and summarize them on the unit form. **Individual prize orders will not be accepted**.
- Unit Prize orders are due on the day of popcorn distribution (October 27; December 1 in Mesa Verde District/Holiday Sales Schedule). Prize orders will not be accepted after December 28 (January 22, 2006 in Mesa Verde District/Holiday Sales)
- Camp certificates are available in \$9 increments as prizes at the \$150 sales level. Scouts can earn one certificate for each \$150 in sales. Camp certificates are good for any 2008 summer program of the Great Southwest Council (Cub Scout Day Camp, Camp Rand Summer programs, NYLT, Brownsea). Camp certificates are issued to individual boys and are not transferable. Camp Certificates are **not** redeemable at the High Desert Scout Shop.

Note: Prizes will be available for pick-up, or will be mailed to the address submitted on the Unit Popcorn Prize Order Form in November (January for Mesa Verde District/Holiday Sales Schedule). Every effort (but no guarantee) will be made to have prizes available for pick up/shipping on the Popcorn Money Settlement Day (November 13; December 18 in Mesa Verde District/Holiday Sales) for those units that submit their complete prize order on Popcorn Distribution Day, and settle their popcorn account in full on the settlement day.

Sales Schedules—there are two different sales schedules—the standard schedule during September and October, and the Mesa Verde/Holiday Schedule that runs in November for pre-Holiday delivery, primarily for units in the Mesa Verde District. Units that participate in the standard schedule sales program can sign up for a second sales program in the Holiday Sales schedule to take advantage of sale of popcorn as holiday gifts. All deadlines for the standard sales schedule apply, however, the prize order deadline is extended to the Holiday schedule so that Scouts can continue working to earn the larger prizes in the Take-order sales program. (Please see the popcorn calendar schedule on page 11 of this manual).

Special Prize Incentives—Campmasters provides special incentives are exclusively available for boys selling popcorn in the Take-Order Sales plan. These special prizes are in addition to the prize levels listed above. Special incentives for the \$1500-\$2000, \$2000-\$3000, and \$3000+ sales must be ordered using the coupon (or a copy) in the individual boy prize brochure. A scout CANNOT qualify for more than one Bonus Level. The Bonus Level will be determined by the Scouts' total Take-Order Sales. **Note:** There are strict deadlines for ordering these Bonus sales that cannot be extended—January 7 (February 4 for Mesa Verde District/Holiday Sales) for the \$1500+ prizes.

T-Shirt—\$1000+ sales —Custom T-shirt listing the names of all \$1000+ sellers in the Great Southwest Council's \$1000 Club. T-Shirts will be available for distribution on or about March 1, 2008. Names will be listed on the t-shirt in alphabetical order. One free T-shirt to each Scout listed on the T-shirt. Additional T-shirts are available for \$10 each in any quantity or size. T-shirts must be ordered on the unit prize order form by October 27 (December 1 in Mesa Verde District/Holiday Sales). The names on the T-shirt will match our interpretation of the name as listed on the unit prize order form—so print neatly.

Special Prize Incentives* for Magazine Sales**—Time, Inc. provides a **Big 37" Flat Screen TV** to the Top 2 Sellers*** in the Council; a **Dell Laptop Computer** to the 3rd and 4th Top Sellers*** in the Council, and an **iPod Shuffle** to the 5th, 6th, 7th, and 8th Top Sellers*** in the Council.

*****Winners of Prize Incentives must have a minimum of 5% dollar sales in magazine vouchers and have a minimum of \$1,000 total sales.**

Unit Commissions:

Prize order to be made out to: Pops

Take Order Sales

Base Commission—commission for participation	25%
Training/Kick-off—sign up on time and attend district training	1%
Money in on time—all funds turned in on time	2%
Order by the Case— <u>ALL</u> Products	2%
Sell Show & Sell with Gross Sales of \$1000+	1%
Total Unit Cash Commission Available	31%
Prizes**—Value of individual boy prizes	up to 9%
Total Commission/Prize Commission Available	40%

**** (In lieu of prizes, units can select the option of a 5% straight commission.)**

Show & Sell Sales/Show & Deliver Sales

Base Commission—commission for participation	25%
On-time settlement—funds and returned popcorn on time	5%
No-returns—bonus for not returning any product	5%
Total Unit Cash Commission Available	35%

District Training Dates for Unit Popcorn Kernels—One percent of your sales commission depends on the unit signing up to participate in the Popcorn Sale in advance and attendance at the district Unit Popcorn Kernel Training event. Mark your district's date on your calendar and plan on attending:

Anasazi District	August 16	Farmington LDS Stake Center, 7:00 pm
El Valle Manzano	August 27	Lobo Theatre, ABQ 7:00 pm
Encantado District	August 26	Philmont Training Center, 1:00 pm
Mesa Verde District	October 4	Durango LDS Stake Center, 7:00 pm
Northern NM District	August 14	Urban Park, Los Alamos, 6:30 pm
Rio Grande District	August 27	Lobo Theatre, ABQ 7:00 pm
Sandia District	August 27	Lobo Theatre, ABQ 7:00 pm
Santa Fe District	August 21	Christ Lutheran Church, 7:00 pm
Zuni Mt. District	August 28	Gallup LDS Stake Center, 6:30 pm

Ordering Popcorn—At the conclusion of the Take-Order sale, units collect the individual boy sales and combine them into the *unit popcorn order form*. The deadline for ordering popcorn is October 16 (November 19 in Mesa Verde District/Holiday Sales Schedule.) When collecting the popcorn orders from each boy, collect his individual prize order, so that the unit's combined prize order can be turned in at the Popcorn Distribution location. ***Popcorn is ordered by container (not full cases)*** in all of the sales programs: Take Order, Show & Deliver, and Show & Sell plans. All accounting is by container, not case. But, to take advantage of the 1% commission, make sure the containers ordered are divisible by the number in the case.

Popcorn Distribution:

- Popcorn for the Take Order Sales (exclusive of the popcorn issued on consignment for the Show & Deliver program) will be distributed on Saturday, October 27 (December 1 in Mesa Verde District and for the Holiday Sales Schedule). Popcorn will be distributed from 7:00 am to noon. (until 11:00 am in Santa Fe, Northern NM and Encantado Districts).
- Units with over \$10,000 in sales will have their orders picked and ready for pick-up on Friday October 26. Individual appointment times for pick up on Friday will be made as needed with each unit. (Mesa Verde/Holiday Sales distribution will be on Saturday only).
- It is important that units bring sufficient vehicles to carry the load. Popcorn is bulkier and heavier than is normally thought. (A full size pick-up will carry approximately 30 cases of popcorn.)
- Units should plan their unit distribution to individual boy salesmen (normally at the unit's home meeting location) on Saturday so that boys can get the product to their customers and collect their money as soon as possible.
- A special "Thank you for your order" card can be printed for each boy salesman to distribute with his popcorn distribution for Scouts to give to purchasers with their deliveries. This card should also be given to Show & Deliver customers
- Distribution Locations:

Anasazi District	Maloof Warehouse
El Valle Manzano District	TBA
Encantado District	Bennett Transportation, Raton
Mesa Verde District	Coca Cola, Durango
Northern New Mexico District	School District Warehouse
Rio Grande District	TBA
Sandia District	TBA
Santa Fe District	Maloof Warehouse
Zuni Mountain District	by individual unit arrangement

Money Turn-in (Settlement Day)—Units collect the sales monies from each boy salesman in the Take-Order Sales program and turns it in to the council service center on or before the deadline (November 13; December 18 in Mesa Verde District/Holiday Sales schedule).

- Units must deposit all funds in their unit bank account and *write one check* to the council for the total amount due (come to settlement with a blank check, so that the amount has been reviewed before the check is written.)
- There is a financial penalty of lost commission for missing this deadline.
- Units mailing in their settlement should be sure to mail it so that it reaches the council service center by the deadline date.
- Incomplete money turn-ins will result in lost sales commissions.
- Prizes will be held until the settlement is complete
- After the popcorn orders are submitted and checked, each unit will be given a copy of the popcorn settlement form showing what money is due, assuming that the account will be cleared on time.

Key Calendar Dates and Deadlines—Mark your calendar!

Deadline Event	Standard Schedule (Not available in MV)	Mesa Verde District/ Holiday Sale Schedule
Kernel Training	August (various dates)	October 4
Sales Kick Off	at training	at training
Popcorn Orders due to Council	October 16	November 19
Popcorn Distribution (over \$10,000)	October 26	n/a
Popcorn Distribution	October 27	December 1
Prize Orders Due	October 27	December 1
\$1000 T-Shirt Names Deadline	October 27	December 1
Money Settlement Day	November 13 <i>27, 28</i>	December 18
Final Day to Order Prizes	December 17	January 21, 2007
Final Day to Order \$1000+ Prizes	January 7, 2007	February 4, 2007

Rel. papers by 10/15 - 5:00/5:11

Council/District Popcorn Kernels—For more information about the Popcorn Sales in your district contact your District Popcorn Kernel or your District Executive:

District	District Kernel	Telephone	District Executive	Telephone
Anasazi	Glenda Fox	326-5165	Gene Haning	324-0428
El Valle Manzano	Roy Huddleston, III	298-7342	Nicky Martinez	345-8603 x18
Encantado	Bob Mantz	445-3619	Chris Pearson	983-3488
Mesa Verde	Nanette Chadwick	565-4133	Gene Haning	749-9786
Northern NM	Shane Wiseman	672-9774	Chris Pearson	983-3488
Rio Grande	Michael Salisbury	385-1345	Andy Meyer	345-8603 x20
Sandia	Scott Greer	790-7923	Jan Gimar	345-8603 x15
Santa Fe	Dora Castelo	474-0364	Chris Pearson	983-3488
Zuni Mountain			Jan Gimar	345-8603 x15

Kernel Journal—Throughout the popcorn sale, unit Popcorn Kernels will receive electronically periodic issues of the council's *Kernel Journal*. These bulletins will keep the unit up to date on the upcoming details of the popcorn sale. Emailings will go to the Unit Popcorn Kernel listed on the Unit Popcorn Commitment Form. (If your unit changes Kernels in the middle of the sale, please notify the council.)

Popcorn Sales Forms and Paper work—or “What do I do with all of this stuff?”

- **Unit Commitment Form**—Official sign up forms to participate in the Popcorn Sale. Fill out separate parts of the form for each phase of the popcorn sale: **Take-order, and/or Show & Deliver/Show & Sell Sales** and turn the form in to the council service center (or through your district executive) prior to the District Popcorn Kernel Training day. Commitments for Show & Sell/ Show & Deliver indicate the proposed dates of the sale, location of the Show & Sell sale, and the date the product will be checked out and the settlement day. One percent of your Take-Order commission depends on getting this form in on time and attending the training.
- **Unit Master Record**—Used to track individual Scout Take-Order Sales. This form (or a copy of the form) must be turned in when you place your popcorn order on October 16 (November 19 in Mesa Verde District/Holiday Sale Schedule). Both first and last names (as registered with the BSA) of each salesman must be listed along with his total take-order popcorn sales order (*do not include Show & Deliver or Show & Sell Sales on this form*).
- **Unit Order and Settlement Form—Take Order**—Summary of the Unit Master Record form for ordering popcorn in the Take Order sale. The left hand columns are filled out by the unit to physically order the popcorn; the right hand columns will be used figuring out the money due on settlement day.
- **Unit Settlement Form—Show & Sell and Show & Deliver**—Product settlement form for a Show & Sell/Show & Deliver sales. This is the accounting form that summarizes the Product Receipt and Product Return forms and computes the total amount due for the Show & Sell and Show & Deliver sales
- **Take Order Form**—Scout’s individual sales order form, issued and kept by the individual salesman. Boy totals his Take Order forms and submits his totals to the unit Kernel to record on the Unit Master Record. It is important that the boy retain this Take Order Form so that he can deliver popcorn and collect monies due. (It is also a valuable tool to keep for next year’s sale to generate repeat sales).
- **Collection Envelope**—Envelope for individual Scouts to use to collect money in the Take Order Sales (available as long as supply lasts).
- **Product Receipt—Take Order Sales**—Receipt for product received in the Take Order Sale, issued at the time the product is received on Popcorn Distribution Day. This is the amount of popcorn that must be accounted for on Settlement Day.
- **Product Order Form and Receipt—Show & Sell and Show & Deliver**—Receipt for product checked out for any Show & Sell and/or Show & Deliver Sales, issued at the time the product is received. No more than 20% of the popcorn checked out can be returned (based on \$\$ value). This is the amount of popcorn that must be accounted for within one week of product check out (the Show & Sell/Show & Deliver settlement day).