



Unit Popcorn Kernel Training
August 2015

CIRCLE TEN COUNCIL, BOY SCOUTS OF AMERICA

John D. Murchison Scouting Center
8605 Harry Hines Blvd.
Dallas, TX 75235
214-902-6700

Bobby Lyle ♦ Billy Gamble Scouting Center
5600 US HWY 75 South
Fairview, TX 75069
214-509-2100



Welcome

Thank you for your commitment as a unit kernel for the 2015 Popcorn Sale. As a unit kernel you play an important role in helping your Scouts learn how to pay their own way. In addition, you provide your unit the support needed to have an amazing program during the upcoming year. We have made a few additions to this year's program so please read this information thoroughly.

This guidebook will help you to:

- Know the sale step-by-step from beginning to end.
- Learn more about sales techniques.
- Understand and promote prize programs.
- Discover the resources available to you, your unit, and your Scouts.
- Keep track of critical dates.
- Provide contact information for when you need a helping hand.

Please feel free to share your thoughts and questions with your district popcorn chairman or district executive. Your comments are truly appreciated.

All forms and current information can be found at:
www.circleten.org/popcorn.



Facebook: Circle Ten Council
#Popcorn500

Follow Trail's End on social media:

Facebook: facebook.com/TrailsEndPopcorn

Twitter: twitter.com/trailsendsnacks

YouTube: youtube.com/user/TrailsEndScouting

Don't forget to tune in this fall to Trail's End TV!



Critical Dates

September 1 - Popcorn Kickoff, 7:00 p.m.

Cimarron, West Park, North Star, Five Trails, Exploring John D. Murchison Scouting Center, 8605 Harry Hines Blvd., Dallas, TX 75235	Eagle Trail, Iron Horse, Golden Arrow, Lone Star, Northern Lights McKinney LDS Stake Center 2801 Eldorado Parkway, McKinney, TX 75070
Duck Creek, East Trinity Trails, Texas Skies First United Methodist Church of Rowlett 4405 Main Street Rowlett, TX 75088	Texoma Valley How First United Methodist Church 810 N. Denny Howe, TX 75499
Blackland Prairie, Eastern Skies, Northern Trail, Tejas Caddo St. Patrick Catholic Church 9635 Ferndale Rd. Dallas, TX 75238	Mountain Lake, Southern Star, Wisdom Trail, Mustang Camp Wisdom 6400 W Red Bird Ln Dallas, TX 75236
Tonkawa LDS Church 5309 Utah St. Greenville, TX 75402	Trinity Woods ** Will be held on September 3rd Trinidad Middle School 105 W. Eaton Street Trinidad, TX 75163

September 1 - Show & Sell orders due, submit via www.trails-end.com

September 19 - Show & Sell order pick up in Garland

September 4-7 - Blitz Weekend #1

October 2-4 - Blitz Weekend #2

October 23 - Popcorn orders due, submit via www.trails-end.com

October 23 - Prize orders due, submit via www.trails-end.com

October 23 - Unit VIP Sellers due, submit via www.circleten.org/popcorn

November 7 - Popcorn pick up, locations TBD

December 4 - Settle account

COMMISSION - In addition to Prizes

Base commission is 26% of total sales.

How to get the maximum of 28% of total sales:

Attending the Council Kickoff on September 1st brings 1% to your unit.

Settle your unit's popcorn account by December 4th for an additional 1%.

Settle your unit's popcorn account after December 4th and you will lose commission:

December 5th-December 11th - commission reduced by 1%

December 12th-December 18th - commission reduced by 2%

December 18th or later - commission reduced by 3%

You do not have to wait until December 4th to make payments. You may make payments throughout the sale.

Unit Kernels

Unit Popcorn Kernel Responsibilities

- Attend ONE Unit Popcorn Kernel Training to be held on August 4th, 6th, 8th, 11th, 13th, or 15th.
 - Sign-up unit to sell popcorn by May 22nd
 - Set a challenging sales goal that pays for your unit's program needs
 - Promote the sale – to both youth and parents
 - Set up the Unit's "Sale Calendar & Schedule"
 - Incorporate the "Ideal Year of Scouting" into the unit's program planning and budgeting
 - Know the sale deadlines and how to fill out the paperwork/tracking forms
 - Give other support to Scouts and parents as needed to ensure the sale is successful and a better program is provided for the youth!
- Attend your District Popcorn Kickoff September 1st @ 7:00 p.m.
- Hold a unit kickoff.
- Encourage your Scouts to participate in the Blitz Weekends.
- Promote the popcorn sale at your unit meetings.
- When the sale begins, stay in touch with your Scouts and parents to monitor their progress and offer any assistance needed.
- Work with your Scouts and parents to ensure 100% of all orders (product order and prize order) are turned in to you in time to place your order by the October 23rd deadline.
- Submit unit Orders, Prizes, & Incentives to the Circle Ten Council by October 23rd.
- Settle Popcorn account with the Circle Ten Council to receive planned commission rate by December 4th
 - December 5 — Unit Commission reduced by 1%
 - December 12 — Unit Commission reduced by 2%
 - December 18 — Unit Commission reduced by 3%



Sales Options

Use more than one method to increase funding for your Scouting Adventures!

Take Order

A Scout goes door-to-door with a take order form with a parent or a buddy. The customer writes their order on the form, the Scout returns to deliver the product in a few weeks. It is recommended that payment be collected when the order is placed. Leave a receipt that provides contact information and estimated date of delivery.

Increase future selling potential by including a hand-written thank you note with each customers' order.

Advantage: Higher dollar sales per customer. Order now, come back to deliver product.

Show and Sell

The unit works as a team at a location(s) to show their products and to make immediate sales after getting permission to sell in front of a business, storefront, or other location. Please remember that Kroger stores are not available for popcorn sales.

Advantage: Access to different customers to make extra sales. This is an opportunity for every Scout to become more at ease with interacting with customers.

Show and Deliver

Same process as take order except you use your Show & Sell stock.

Advantage: Scouts can give the product right to the customer and take payment. No coming back to the customer later. However, you have a more limited product selection.

Online

Allows Scouts to sell online to family and friends through www.Trails-End.com.

Advantage: Sell to customers anywhere in the world, accepts credit cards, no delivery or collection from customers, sales between September 1-October 23 count toward prizes.

Successful Sale

Units having the greatest success in the popcorn sale have several things in common ...

ATTEND Popcorn Training and Kickoff to learn and pick up materials.

LEAD with enthusiasm. This is a motivating factor for both the Scouts and their parents.

COMMUNICATE effectively. Make sure Scouts and parents understand the popcorn sale plan.

Include Popcorn in your unit budgeting. Planning the unit's yearly program around a budget demonstrates just how much it costs to provide a great program.

Establish GOALS. Both the unit and the Scouts need goals. The unit can plan the annual program around the sale. A great sale helps enable a great program. Planning and explaining the benefits of the Scouts' goals motivates both the youth and his parents.

EDUCATE parents of the direct benefits to them - i.e. Johnny sells \$x amount in popcorn and gets to go to camp ... without mom or dad having to open their checkbook.

EXPLAIN the benefits of this important fundraiser, including Scholarship Program, prizes, free program activities, opportunity for Scouts to build confidence and learn salesmanship techniques, and how this fundraiser gives back to the unit and the council.

HOST a FUN and EXCITING unit KICKOFF to provide families all the materials and **MOTIVATION** for a successful sale. Review prizes and incentives.

CREATE a UNIT INCENTIVE PROGRAM in addition to the council rewards program. For example each Scout who sells \$500 gets to go to camp for free (or a portion is paid for); top selling den/patrol gets a pizza party; sell \$800 or more and the Scout gets to throw a pie at the Cubmaster/Scoutmaster; Scout that has the highest sales each week gets a prize.

ESTABLISH a customer base. Make two copies of all take order forms: one for the Scout to use to distribute orders and one to keep with unit records to call the customer next year.

Keep accurate records. Know which customers have paid. Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.

Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters, friends and relatives.

The Sale

The popcorn sale can be broken into three easy to manage parts: pre-sale preparation, the selling season, and the closeout.

Garage Preparation (pre-sale)

The pre-sale involves making sure that your unit is ready and excited about the sale!

- Meet with your parents and unit committee to recruit other parents to help you.
- Plan and hold a kickoff event for your unit to get the boys excited about selling.
- Make sure to schedule Show & Sell selling locations with dates and times.
- Place your Show & Sell order by September 1st.

The Race (selling season)

The selling season is all about getting your unit out into your community so that they can use all four sales methods: Show & Sell, Show & Deliver, Door to Door, and Online.

- Plan to hold your first store front sale after you pick up your Show & Sell popcorn on September 19th.
- Have your unit leader provide 5 minutes every meeting to recognize your top weekly seller with weekly competitions for your boys.
- Schedule Show & Sell locations with a recommended 2 hour rotation with 2-3 Scouts per rotation.
- Regularly check your inventory to make sure you are not overstocked or close to running out (units can often get more popcorn from your district during the sale or arrange for transfers of product from another unit).
- Keep track of your Scouts' individual sales for the prize and commission programs.
- Make on-time payments to any Circle Ten Council Scouting Center.
- Arrange a neighborhood blitz day during the sale to get every boy selling for 2 hours (it is recommended to schedule this day either of the Blitz Weekends so your Scouts also earn a patch)
- Hold an Online Sales Signup Party for your unit - help each Scout set up his account.

Winner's Circle (closeout)

Closing out your sale is all about making sure your unit finishes strong.

- Take a final inventory of all of your unit's available product.
- Collect all of your Scouts' unfulfilled take order forms.
- Calculate your unit's final orders based on the difference between stock on hand and required stock to fulfill orders.
- Submit your unit's prize orders.
- Submit your unit's payment.
- Submit your unit's VIP Sellers' form.

Checklist

August

- Attend Unit Popcorn Kernel training to pick up popcorn packet and information. Familiarize yourself with all the printed materials, especially the Trail's End Popcorn Sale Guidebook. Browse additional materials and aids at www.circleten.org/popcorn and www.Trails-End.com.
- Learn and understand the council's commission structure and what steps must be taken to earn the bonus percentages.
- Decide with your unit leaders how much popcorn to allot each family for Show & Deliver throughout their neighborhoods and places of business.
- Determine if your unit will accept credit card payments and if applicable, setup an account with your preferred vendor. Trail's End will provide a Square - more information may be found <http://sell.trails-end.com>.
- Create unit sales incentives for your Scouts and procure prizes.
- Log on to www.Trails-End.com to familiarize yourself with the system. If you have difficulty logging on, contact Lyn Graham (Lyn.Graham@scouting.org, 214-902-6717).

September

- Log on to www.Trails-End.com and follow the online instructions to order your Show & Sell/Show & Deliver popcorn. Remember, if this is your first time, start small. It is recommended to order no more than 50% of your total 2014 sales.
- Host a Unit Kickoff Event. Make it fun and create excitement for the Scouts and parents. Pass out order forms and prize vouchers to all the youth. Emphasize importance of the sale to parents and the benefits they can receive. Make sure each parent and unit leader are aware of deadlines for handing in popcorn and prize orders and registering for the weekly drawings.
- Create a sign-up sheet for your Show & Sells and have your parents and youth select their available time slots.
- Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts should be in uniform while they are selling.
- Pick up your Show & Sell popcorn on Saturday, September 19th. Be sure to bring a large enough vehicle to haul your order with you and be on time to ensure timely distribution.
- Store product in a cool and clean location to keep sweeter, coated items from melting and prevent damage. The unit assumes all liability for the product once it is received.
- Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location. Have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold product. This product should be used by Scout families for Show & Deliver throughout their neighborhoods and places of business.



Checklist

September: Show & Sell Onsite Events

- Pack items that you will need for the sale: popcorn, order forms, banners, tables, chairs, canopy, change, receipts, Military donation receipts, pens, schedule, bottles of water, etc.
- Arrive early and check in with store manager to find out any necessary information for the location. If there is a unit already selling at the location, please do not confront the store manager. Politely approach the unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Be sure to leave the site on time as other units may be scheduled for the time slot after yours.
- Set up product and site in an organized fashion. Keep site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of the business or in their dumpster. This will make your presentation look better and strengthen your unit's relationship with the location.
- As your Scouts show up, begin to build teams of two putting more extroverted and/or experienced youth with more introverted and/or inexperienced youth. This will help build confidence and motivation.
- Always maintain two-deep leadership.
- Let the Scouts do the selling. It's easy for adults to say no to adults, but very tough to say no to Scouts in uniform.
- Checks should be made payable to your unit...NOT the council.

October

- Share and post a chart with your unit goal and individual scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart. Each week show the unit goal chart and check on your Scouts' progress. Present weekly prizes or incentives.
- After the final week of sales, collect all unsold Show and Sell/Deliver popcorn and popcorn prize orders from the Scouts. Total all of the orders onto a single order form to make entering the orders online simpler. Be sure to fill orders with remaining popcorn on hand when possible.
- Enter popcorn and prize orders online following the ordering instructions.
- Submit Unit Top Seller form.

November

- Pick up your take order popcorn on November 7th from your district's distribution location. Be sure to bring a large enough vehicle to haul your order with you and be on time to ensure timely distribution.
- Store product in a cool and clean location to prevent chocolate items from melting or other damage. The unit assumes all liability for the product once it is received.
- Distribute popcorn to your Scouts at a pre-scheduled time and location. Make sure you have copies of your Scouts' orders.
- Schedule a payment deadline for all Scout families to have their money turned in. All checks should be made payable to your unit .. NOT the council. This date should be at least one week prior to the council's payment deadline to ensure adequate time to get a check from the unit treasurer. Prompt payment should be made the Circle Ten Council Scouting Center to avoid loss of commission.

December

- Make popcorn payment on time, December 4th. The payment is your popcorn order minus your earned commission.

The logo features the words "Unit Kickoff" in a black, hand-drawn, chalk-like font. The text is centered within a yellow, hand-drawn oval shape that has a slight 3D effect with a darker yellow shadow on the right side.

Unit Kickoff

A successful popcorn kickoff is the single most important part of your popcorn sale!

Keep it fun! Keep it moving! Keep it short!

Follow these 5 steps for a Successful Kickoff!

1. The objective is to get Scouts excited about what they can earn and to get the parents informed about why they should sell.
2. Preview this year's Scouting program and explain to the families how the entire program can be funded with one fundraiser, the Trail's End Popcorn Sale. Communicate the per Scout popcorn sale goals and have the boys write their goals on the take order forms.

Explain the sales methods to be used for reaching the sales goals, and have the families write in the dates for the blitz days.

3. Show the Youth Popcorn Sale Training Clips available online at www.trails-end.com.
4. Show the Scouts what they can earn for selling popcorn.

Review the Prize Program - don't forget about the \$2,500 Scholarship Program.

Award prizes to the:

- i. Top seller
 - ii. Top selling den
 - iii. Scouts who reach their popcorn sales goal
5. Do a skit or fun activity to get the boys trained and excited about the sale, and to teach them about safety when selling.

The logo for "Unit Blitz" features the words "Unit Blitz" in a black, hand-drawn, sans-serif font. The text is centered within a white, irregular oval shape that has a thick yellow border. The background of the entire graphic is a light gray gradient.

Unit Blitz

Hold a Unit Blitz Day

Blitz Day is the best way to start a Unit's sale. It gives Scouts an opportunity to sell, to sell with their friends, and to get off to a good start. It helps units cover their communities.

Advance planning is essential. Know the area and set it up for the Scouts and parents to cover it well. Have a fun activity planned for everyone afterwards where you can communicate more details and reminders to all.

Ensure Parental Involvement. After telling Parents at the kickoff about the program, prizes, goals, etc., explain that Blitz Day is the one time the unit needs their assistance. One to two parents per street (4 Scouts).

Ask More Consumers. 82% of consumers have never been asked, 70% buy when asked. Consumers will support Scouting if asked. Parents, keep a record of those "no one home" houses. Have a complete "coverage plan" – beyond Blitz Day – for your neighborhood / community during the Popcorn Sale.

Keep Going! During your "fun event" at the end of Blitz Day, have some prizes to hand out, remind everyone of the goals, the other prizes available and what happens if the goals are reached. Celebrate the good start you've had, and offer additional ideas and suggestions.

- "Fill It Up" prizes from the council.
- Trail's End scholarship.
- Individual Scout prizes.
- Additional unit prizes (pie in the face, Pizza Party, shave unit leader's head)
- Suggest parents take the form to work.
- Where else to cover in the community? Nearby towns?
- Remind all when money is due, popcorn pick-up, etc.

To Succeed, you must remember one thing!

You are not selling popcorn. You are selling the Scouting program! And it's something you already believe in!

Sales Pitch

Focus on Scouting instead of the product. “Will you support Scouting by purchasing popcorn today?” “Will you help us go to camp by purchasing popcorn today?” Avoid asking if they would like to “buy popcorn,” if they just wanted to buy popcorn, they could get it cheaper in a store. People buy popcorn to support Scouting and the Scout in front of them. They can't buy the Scouting experience for a young person through store-bought popcorn.

Be specific on how the money will be used. People are more willing to purchase if they know where the money is going. (70% of the money directly supports Scouts in the Circle Ten Council to provide needed funds for camping, leadership development and staffing).

Maintain eye contact. If the customer is not looking at you or you are not looking at them, somebody is not paying attention.

Be polite. Use “Sir” and “Ma'am” when addressing potential donors.

Don't ask people IF they will buy - ask at which level they would like to support your Scouting program with the various popcorn products and prices representing the various levels.

Offer higher-priced products first to generate more program revenue.

Dietary restrictions? Suggest a Military Donation or holiday gifts for teachers or coworkers.

Have the Scouts practice the pitch until they don't have to think about what they are going to say.

Most people do not buy because they were not asked ... 80%+ will buy popcorn when asked.

Over 90% of people who buy popcorn from a Scout have made up their mind to support Scouting before they have even seen what the Scout is selling!

Say THANK YOU - even if only for their time.

Note: Adults should be prepared to deal with people who espouse a political agenda. Our Scouts don't need to be exposed to this, so consider how to quietly diffuse a situation. Do not get into an argument with the individual, simply affirm their right to hold an opinion and thank them for their thoughts.

Sample Script

Hi, my name is _____ (say first name only). I'm a Cub Scout with Pack _____.

We are raising money for our pack by selling popcorn. By buying popcorn today, you'll be helping me earn my way to camp next summer and do fun things with my pack all year long. More than 70% of your purchase directly supports Scouting in the Circle Ten Council.

(Hand the customer the take order form and a pen, or at a Show & Sell point out a high cost product.)

Which product would you like to buy or would you rather send popcorn to our military?

You'll help us, won't you?

Thank you for your support of Scouting.

Do's and Don'ts

DO wear your uniform. Everybody loves to support a Scout in uniform.

DO sell in pairs or with a parent. Per BSA's Youth Protection Policies, be sure to maintain two-deep leadership at all Show & Sell events and while walking door-to-door.

DON'T sell after dark.

DO act like a Scout - be polite and courteous, wear a smile and introduce yourself. You are the face of Scouting.

DO tell your customers why you are selling popcorn and how the money will be used. Remember that you are asking for help supporting your Scout program, not "selling popcorn."

DO walk on the sidewalk and driveway, not through the yard. Watch for traffic.

DON'T carry large amounts of cash with you.

DON'T EVER enter anyone's house.

DO take 2 pens with you and make sure you keep your take order form as neat as possible.

DO know your product - all of the different types of popcorn products you are selling ... be prepared to answer "Which is your favorite?" If asked for your favorite, choose a higher priced item.

DO know the date when you will be delivering the popcorn to your customers.

DO put popcorn sale articles in your school, place of worship, and community bulletins and newsletters.

DO remind your parents, grandparents, aunts, uncles, and neighbors what a great gift Trail's End popcorn makes for teachers, friends, co-workers, etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.

DO ask your friends at your place of worship if they would like to support Scouting.

DO ask your parents if you can go to their office or club (Rotary, Kiwanis, Lions, bowling league, hockey league, etc.) to sell. Many business leaders give holiday gifts to clients and employees - the Chocolate Lover's Collection makes a great gift.

DO write a thank you note and place a copy of it on all of the popcorn you deliver. This will benefit you next year when you call on them. Inform people about www.Trails-End.com where they can buy popcorn year-round to support you and your Scouting unit.

DO keep a copy of your take order form so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the popcorn that they did not buy enough of.

DO say "Thank You" whether or not someone buys popcorn! National statistics show three out of five houses buy Trail's End popcorn when asked. Not every house will buy so do not become discouraged. The more people you ask = the more people will buy.

Product List

PRODUCT	PRICE	PACKAGING	# IN CASE	AVAILABLE FOR SHOW & SELL
Chocolate Lover's Collection	\$55	Tin	1	No
Military - Gold Donation	\$50			Yes
Sweet & Savory Collection	\$45	Tin	1	No
Cheese Lover's Collection	\$35	Tin	1	Yes
Military - Silver Donation	\$30			Yes
White Chocolatey Pretzels	\$30	Tin	12	No
Chocolatey Caramel Crunch	\$25	18 oz. bag	12	No
Kettle Corn Microwave	\$25	18-pack	6	Yes
Premium Caramel Corn	\$20	22 oz. bag	12	Yes
Unbelievable Butter Microwave	\$20	18-pack	6	Yes
Butter Light Microwave	\$20	18-pack	6	Yes
White Cheddar Corn	\$15	5.25 oz. bag	12	Yes
Classic Caramel Corn	\$10	11 oz. bag	12	Yes

Prizes

Prizes are one of the most significant motivators for your boys as they continue to sell popcorn. Units are encouraged to run weekly promotions that allow each boy a fighting chance to report new sales and not be outdistanced by a standout seller. We also encourage you to reward your unit's top seller at the end of the sale. Many successful units offer unit prizes in addition to the council and Trail's End promotions. These unit prizes do not need to be lavish and often improve with creativity instead of cash outlays; as demonstrated by a Cub Scout's love of hitting their Cubmaster in the face with a whipped cream pie.

Fill It Up Prizes

Every Scout that fills up an order form (30 sales) will receive the Off-Roader remote control Monster truck.



Fill It Up Weekly Drawing

Each Scout will also be entered into a weekly drawing (over seven weeks) for a GoPro™ HERO 3+ Silver Edition camera.



Blitz Weekends

New this year! Two weekends. Two patches. Scouts who sell an item during either (or both) Blitz Weekends will earn a patch. Simply take the Blitz Weekend form to the nearest Scout Shop to receive the patch (while supplies last).

Top Sellers

Top 100 salesmen (approximately \$1,500 and above) will be recognized at the NASCAR race at Texas Motor Speedway April, 2016.

Top 500 salesmen (approximately \$500 and above) will receive a Pit Pass (allowing them to jump to the front of the line at one activity) at the Circle Ten Xperience.

Top council and district salesmen will receive additional prizes such as suites at sporting events.

BUILDING CHARACTER

Level 8 - Sell \$850

- 23 - HEXBUG Nano V2 Twister Neon
- 24 - LEGO Marvel Super Heroes Hulk Buster Smash
- 25 - Waterproof Tent - 68"x60"x48"
- 26 - \$25 Walmart Gift Card



Level 7 - Sell \$650

- 19 - LEGO Technic - Record Breaker
- 20 - Outdoor Adventure Set
- 21 - Lantern w/ 360 degree Rotation
- 22 - \$20 Walmart Gift Card



Level 6 - Sell \$500

- 15 - Headlamp w/ 16 LED Lights
- 16 - HEXBUG Aquabot Zombie
- 17 - Large Brass & Rosewood Knife w/ Case and BSA® Branding
- 18 - \$20 Scout Shop Gift Card



Level 5 - Sell \$350

- 11 - Multi-Tool Flashlight
- 12 - Rosewood Handle Knife w/ Clip & BSA® Branding
- 13 - Mini Crossbow w/ 3 Darts
- 14 - \$15 Scout Shop Gift Card



Level 4 - Sell \$225

- 7 - Small Multi-Tool w/ Light & Case
- 8 - Small Brass & Rosewood Handle Knife w/ BSA® Branding
- 9 - 7" Rocket Launcher
- 10 - \$10 Scout Shop Gift Card



Level 3 - Sell \$150

- 4 - Glow in the Dark Flashlight
- 5 - 4x30 Binoculars
- 6 - Lazer Finger Flashlights



Level 2 - Sell \$115

- 1 - Lock Blade Knife
- 2 - Silicone Wristband w/ BSA® Branding
- 3 - Compass Thermometer w/ Clip



Level 1 - Sell Any Item

- 00 Popcorn Sale Patch



Who to Contact:

For Popcorn Related Questions: Council Office 214-902-6717

For Prize Related Questions: Keller Marketing 888-351-8000

Prizes are subject to substitution after consultation with Council and will be of equal or greater value.

Level 14 - Sell \$4,250

- 47 - Playmobil Royal Lion Knights Castle
- 48 - Lionel Junction Union Pacific Steam LionChief Set
- 49 - 10" Tablet -
- 50 - \$200 Walmart Gift Card

47



48



49

Level 13 - Sell \$3,500

- 43 - HEXBUG Robotics 4 in 1 Kit
- 44 - Carrera GO!!! Race for Victory Set
- 45 - Bresser Dione Telescope
- 46 - \$165 Walmart Gift Card

43



44



45

Level 12 - Sell \$2,750

- 39 - Eureka Tetragon 3 Tent
- 40 - 7" Tablet - 8GB
- 41 - LEGO Star Wars Imperial Assault Carrier
- 42 - \$125 Walmart Gift Card

39



40



41

Level 11 - Sell \$2,200

- 35 - LEGO City Fire Station
- 36 - Carrera Helicopter - Green Vecto
- 37 - Elite Fly/Spin Fishing Travel Set
- 38 - \$90 Walmart Gift Card

35



36



37



Level 10 - Sell \$1,650

- 31 - LEGO Star Wars Death Star Final Duel
- 32 - High Sierra Day Pack
- 33 - My Robot Time - Sensing
- 34 - \$75 Walmart Gift Card

31



32



33



Level 9 - Sell \$1,100

- 27 - Walkie Talkie Set
- 28 - Carrera R/C Car - Fire Racer
- 29 - Playmobil Red Serpent Pirate Ship
- 30 - \$40 Walmart Gift Card

27



28



29



Descriptions of Prizes Available at
www.boyscouts-gcc.com

BUILDING CHARACTER

CIRCLE TEN COUNCIL

Council ID: 571CTC www.circleten.org

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$115 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$150 or more and receive a Popcorn Sale Patch and a prize from the level you **achieve**; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the **Level Achieved**.
- Parent's permission and a Whittling Chip or Totin' Chip is required to select a knife as your prize.

Example: Sales of \$850 choose one prize from Level 8
...OR... TWO prizes from Level 5 and ONE prize from Level 3
...OR... ONE prize from Level 5, ONE prize from Level 4, and ONE prize from Level 3 and ONE prize from Level 2; etc.

Level 15 - Sell \$5,000

- 51 - \$250 Walmart Gift Card

Walmart
Gift Card

51

Who to Contact:

For Popcorn Related Questions:
Council Office 214-902-6717

For Prize Related Questions:
Keller Marketing 888-351-8000

Prizes are subject to substitution after consultation with Council and will be of equal or greater value.



Tips

Tips From Other Circle Ten Council Units

- Everyone the Scout knows should be his sales force
- Everyone the parent knows should be their sales force
- Set up in the lobby of an office building between 4-6 p.m.
- Combine Show and Sell with a lemonade stand
- Have your Scouts substitute the word “Help” for “buy”
- Dollar Store prizes for every 20 “no’s” they collect
- Weekly checks and prizes by the Popcorn Kernel
- Weekly goals
- Fill a Sheet goal
- Help boys practice sales pitch
- Start your customer base as a Tiger Scout - it’s hard to say no to a cute Tiger
- Have a Tiger go out his first day with an older Scout. This helps them gain confidence and experience.
- Show and Sell - have a highly visible, clearly marked container/bucket for Military donations, especially at booth sales, and ask for Military donations. This will often nearly double your total take at a Show & Sell booth.
- Sharing and communication is key for popcorn sales - with other units
- Popcorn Kickoff at a park - throw beach balls, as if it were popcorn popping
- Make business card with Scout’s information and Popcorn Sales website to handout
- Use social media - share on Facebook
- Pie in the face of a unit leader is always a good incentive
- Popcorn in small cups on Join Scout Night
- Show and Sell is best done when at a store where luxury items or non-commodity items are sold
- Communication!
- Tie the sale to the Personal Management merit badge. Let the Scouts figure the goals. They see total cost and helps family dynamic.
- Personal thank you note - Thank you for supporting Scouting. - taped on bag that is delivered. Helps with next year’s sale.
- Our best selling has always been door to door, Saturday and Sunday afternoon until dark.
- We usually do 1-2 Popcorn Blitz days and in our unit we offer a steak dinner to any Scouts who sell \$1,000 or more. They get their steak dinner cooked at a campout.
- To promote your Popcorn Kickoff - How many kernels in the jar? Have your Scouts guess the number of kernels in a jar; give a prize to the closest guess.
- Our Show and Sell sales were successful. Having a competition within our pack really helped motivate the boys.
- Popcorn Blitz - first Saturday, meet at the school, canvas the whole neighborhood for two hours. Meet back at school, count orders, hand out prizes. In the past two years we’ve had 35-40 Scouts sell \$2,500 - \$2,800 in two hours.
- Embarrass the Cubmaster/Scoutmaster (i.e. pie in the face)
- Booth sales were fantastic for us - especially with boys closing the sale with “Will you help me go to camp?”
- Use Dollar Tree prizes at kickoff
- We had a sticker chart with each boy’s name. For every \$50 increase in sales, they got a sticker and got to pick from a Dollar Tree prize bucket. Boys were asking parents to please help them sell at least \$50 each week.
- Use a chart that shows the sales goal posted at meetings.
- Our unit kickoff will include Minute to Win It games that center around popcorn.



Contacts

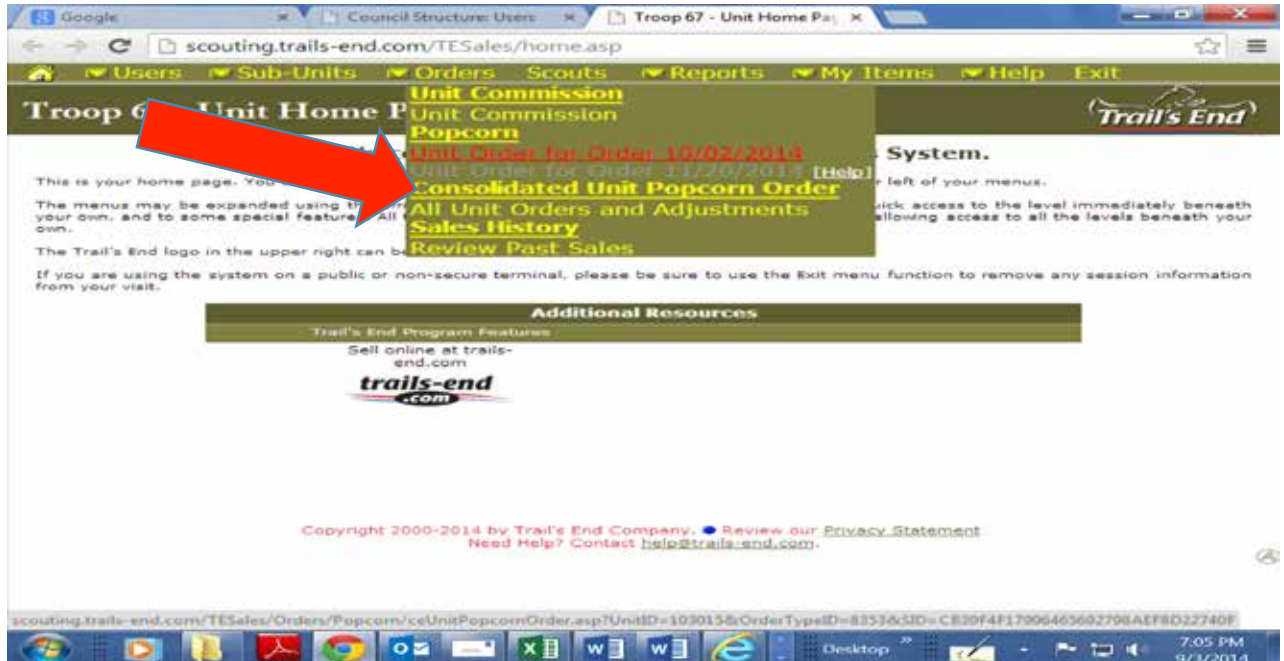
District Chairmen

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Learning for Life	Sherri Wood		
Circle Ten Council	Brandi Mantz	Doug Fletcher	

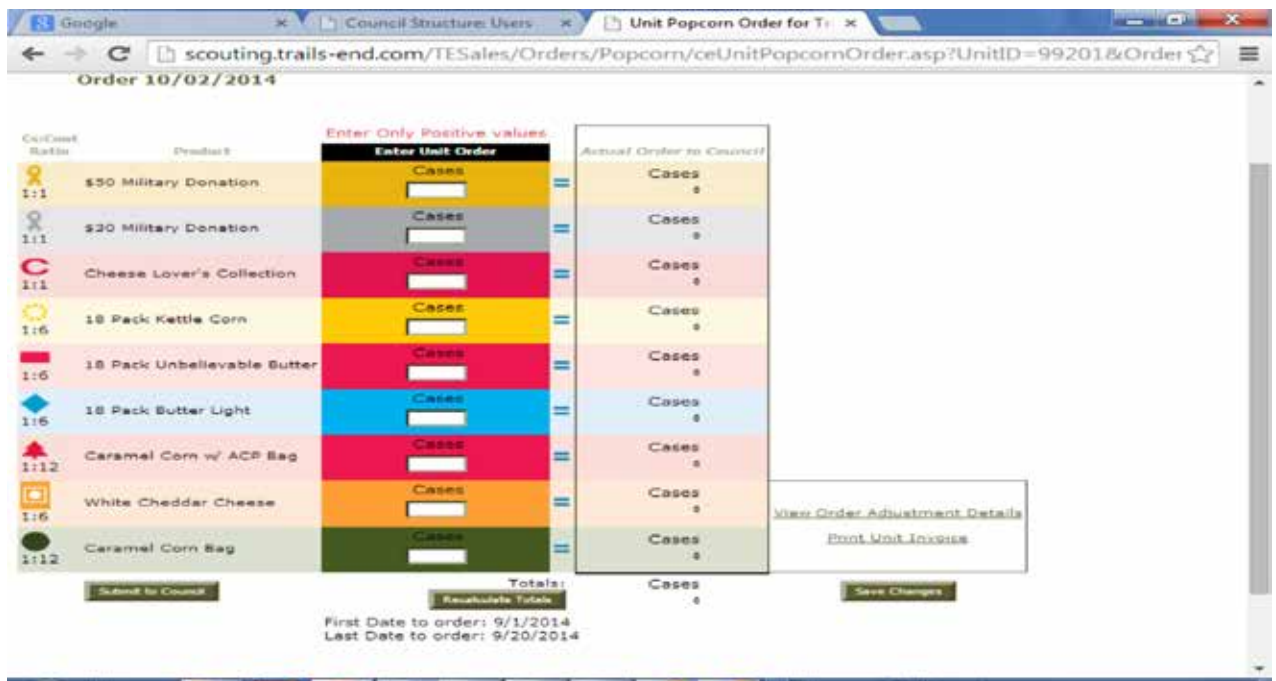
Placing Your Show & Sell Order

Basic Steps to enter a “Show and Sell Order” for your Unit

- 1) Logon to the “Popcorn System” – Click dropdown on Orders and click Show and Sell Due 9/1/15



- 2) Enter the number of cases you would like to order. Note case quantities to the left of the product name. (Example; Caramel Corn Bag is 1:12, that is 12 bags per case.)
When satisfied, save your changes and click on button “Submit to Council” at left of page. You can also view your invoice. You will not be able to update once submitted to Council. Contact your District Chair or District Exec if you need help.



Placing Your Take Order

Basic Steps to enter your "Take Order" order for your Unit

- 1) Logon to the "Popcorn System" – Click dropdown on Orders and click Take Order Due 10/23/2015

- 2) Enter the number of cases you would like to order. Note case quantities to the left of the product name. (Example; Caramel Corn Bag is 1:12, that is 12 bags per case.) When satisfied, save your changes and click on button **"Submit to Council"** at left of page. You can also view your invoice. You will not be able to update once submitted to Council. Contact your District Chair or District Exec if you need help.

A yellow oval graphic with a double-line border, containing the word "Notes".

Notes

Accept Credit Cards with SQUARE

Trail's End and **SQUARE** are making it easy to grow your Popcorn Sale!

Trail's End is working with **SQUARE**, the leading provider in tools for every part of running a business, from accepting credit cards to sales and inventory tracking. Industry research indicates that the ability to accept credit cards increases revenue by as much as 23%.

Never lose a sale because your customer says "Sorry, I don't have any cash!"
Now you can accept credit cards with **SQUARE**.

- Accept all major credit cards: Visa, Mastercard, Discover, and AMEX.
- Works with iPhone, iPad, and Android devices.
- Promotional rate of 2.4% per swiped transaction exclusively through Trail's End for 2015
- No credit card processing fees on the first \$100 in sales.
- Free, easy to use readers are PCI-compliant.*
- To receive this exclusive rate, you must sign up through the Popcorn System - begins July 1.



*Payment Card Industry

NEW SQUARE USERS: Registration Process

- Log into the Trail's End Popcorn System.
- On the homepage, click the Square registration link, which will take you to a page to begin registering your account.
- Fill in your information in the blank fields, and click continue.
- Follow the prompts, and complete the registration process.

EXISTING SQUARE USERS: Registration Process

Send an email to trailsend@squareup.com requesting the Trail's End special promotion rate. It may take up to 10 business days for the promotion to be applied to your account.

For any issues with your Square account including registration, contact Square: trailsend@Squareup.com