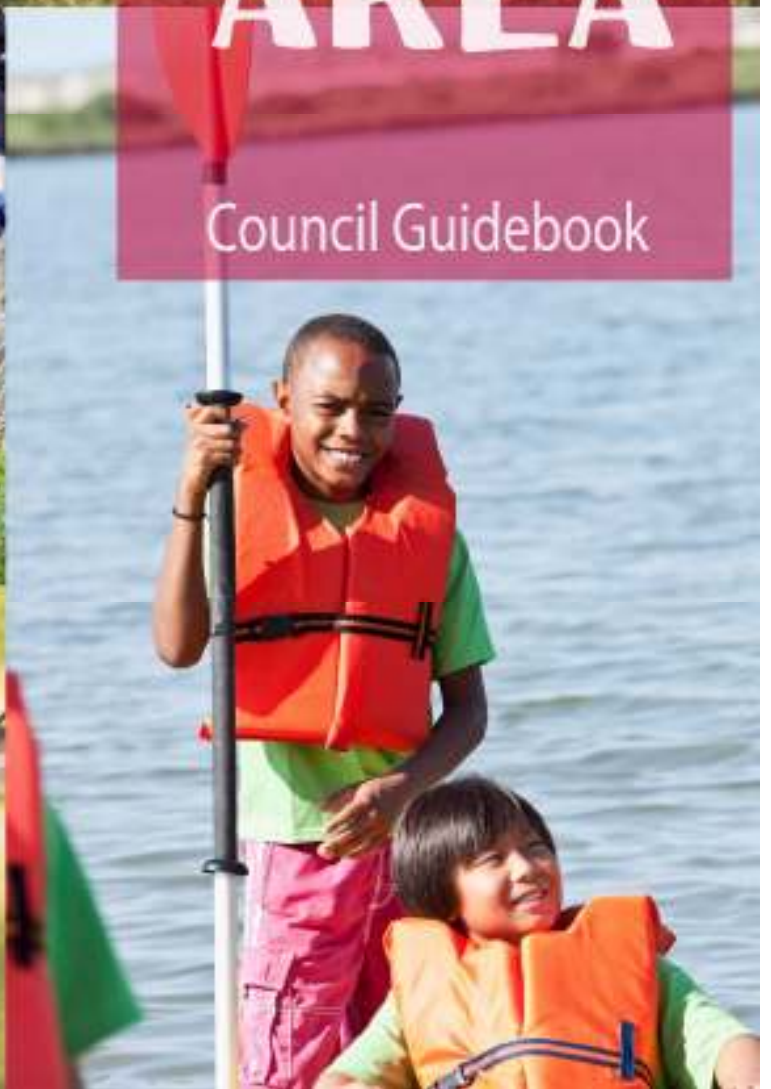




2018 WEST TENNESSEE AREA

Council Guidebook



WELCOME TO THE 2018 POPCORN SALE

Thank you for participating in the popcorn sale. Building a strong annual program is essential to keeping your Scouts active and interested in the Scouting program. Funding your program is equally important, as Scouts benefit from paying their own way. In this packet you will find all the Council key dates, contacts, forms and planning tips you will need to conduct a successful popcorn sale.

It is the intent of the Executive Board of the West Tennessee Council to provide a Council supported fundraiser to provide Units a safe, effective product sale to aid them in their efforts to raise the funds needed to conduct a quality annual program.

The approximate distribution of the revenue from the sale is divided as follows:

Trails End Company (Cost of Product)	30%
Pack, Troop, Crew & Post	35%
Prizes & Incentives	5%
West Tennessee Area Council	30%
TOTAL	100%
RETURN TO SCOUTING	70%



I hope you'll use this guidebook as a step-by-step manual to planning, executing and enjoying the rewards of a successful popcorn sale. After all, I know that the most important part of the popcorn sale is what it allows your unit to do!

If you have any questions, contact the appropriate group here:

West Tennessee Area Council:

Central District	Derrick Stingley	(414) 507-5793	Derrick.Stingley@Scouting.org
Davy Crockett Dist.	Laura Holz	(570) 560-8004	Laura.Holz@Scouting.org
Bedford Forrest Dist.	John Mayros	(731) 707-3828	John.Mayros@Scouting.org
Shiloh District	Bruce Scarberry	(614) 214-5065	Bruce.Scarberry@Scouting.org
Big Hatchie Dist.	Jim Drake	(901) 355-3659	Jim.Drake@Scouting.org
Popcorn Specialist	Susan Gall	(731) 668-3787	Susan.Gall@Scouting.org

Trails End: support@trails-end.com, call 1 (888) 997-3897 or Trails-End.com has lots of additional resources

Sincerely,

Adrian Hackett

Adrian Hackett
Scout Executive, CEO
West Tennessee Area Council, BSA

Calendar & Deadlines

<u>Date</u>	<u>Time</u>	<u>Event or Deadline</u>
July 26	6:00 PM	COUNCIL POPCORN KICK-OFF
August		2nd CHANCE TRAINING – Roundtables
Sept. 6	Before 5 PM	SHOW N’ SELL UNIT ORDER DUE (Submit Online)
Sept. 20	2 - 6 PM	SHOW N’ SELL PICK-UP – Max Trans (N. Parkway, Jackson, TN)
Nov. 1	Before 5 PM	SHOW N’ SELL PRODUCT RETURN (Full Cases Only) UNIT SHOW N’ SELL PAYMENT TAKE ORDER DUE UNIT PRIZE ORDER DUE
Nov. 15	2 - 6 PM	TAKE ORDER POPCORN PICK-UP – Max Trans
Dec. 6	Before 5 PM	UNIT BALANCE DUE (Pay with one Unit Check) Last Day for any prize orders not submitted

Commission Structure

Up to 35% in Unit Commissions Available

(Plus an average of 5% in prizes and incentives are given to Units)

🍿 Base Unit Commissions start at **28%** and can go as high as **35%**

BONUS commissions are available to Units that Plan & Grow:

- 🍿 **2% BONUS** - Scouts Honor Bonus:
- Submit Unit orders online by due date
 - Return Show and Sell Items (full cases only) by Nov. 1st
 - Host a Kick-off and set a Unit and Scout Sales Goal
- 🍿 **5% BONUS** - 15/15 Bonus: (must hit at least 2)
- Sell 15% more popcorn than 2017 (must sale \$1,000 to qualify)
 - Sell \$15,000
 - Return 15% or less of Show and Sell order (by item or \$ amount)
 - Have a minimum of 25 Scouts sell 15 items (or a min. of 375 items sold)

-Units must meet all deadlines to qualify for bonus commissions.

-Bonus commissions will be credited after Nov. 15th and will be applied to all sales.

-All online Sales will receive 35% commission.

3 Methods of Selling

Units may select to participate in 1, 2 or all 3 methods of selling:

Show N' Sell

Use the Take-Order form and immediately fill the order with product from your car. Door to Door! Sell product in front of a store, after a church service, at a community event, etc.

Take-Order

Use the Take-Order form and product will be available after Nov. 16th for delivery to the consumer.

Online

Great option for out of town family and friends who may order online and the individual Scout will receive credit for his sales total and prizes.

Placing Orders

SHOW N' SELL

- 🌻 Unit orders are due online at the Trail's End website www.trails-end.com (to qualify for bonus commission), or in paper version no later than **Thursday, Sept. 6th**.
- 🌻 Show N' Sell orders must be placed in full cases, no individual containers may be ordered.

How do you place a great Show N' Sell order?

- Create a Unit budget
- Think big and make a plan!
- Set your Scouts' personal sales goals based on the budget. Excel sheet available at www.wtacbsa.org/popcorn to help you.
- Communicate goals to families to gain your families' buy-in and support, and focus on the savings to family because of the popcorn sale!
- Communicate weekly progress to families' through-out the sale!
- Your Unit's prior years order and sales information is available on the Trail's End website to help Kernels plan this year's orders.
- **BEST TIP OF THE DAY!** Use the handy easy to use **2018 Show N' Sell Order Calculator** to calculate a well-balanced Show N' Sell order! Plug in the amount of sales your unit is aiming for and the form will calculate how many cases of each product you might want to consider ordering to achieve your goal. The **2018 Show & Sell Order Calculator** can be found at: www.wtacbsa.org/popcorn
- There will be additional Show N' Sell popcorn product available at the Scout Service Center and from your DE. This product will be available on a first-come, first-served basis while supplies last.
- **Remaining Show N' Sell product may be returned in FULL CASES ONLY for credit before or on Thursday, Nov. 1st before 5 PM at the Scout Service Center.** The Unit cannot return any product after Nov 1st.

TAKE ORDER

- 🍿 Unit orders are due online at the Trail's End website www.trails-end.com (to qualify for bonus commission), or in paper version no later than **Thursday, Nov. 1st**.

Take Order ordering TIP!

- Consider setting your own unit's turn-in date on or before October 25th.
- You will need to collect take order forms, any Show N' Sell popcorn still out and prize forms from your Scouts.
- Setting this date early will give you plenty of time to collect all the Scout's order forms and compile your Unit order.
- Double check your order prior to submitting. Popcorn products ordered in the Take Order phase **CANNOT BE RETURNED**.
- Orders for additional product received after the Nov. 1st deadline **cannot be guaranteed**. Additional product may be available on a first-come basis while supplies last.
- Units should use the remaining balance of their Show N' Sell order to fill their Take Order, thereby reducing the amount needed to order for Take Order.
- The forms in this packet will help you tally up your Show N' Sell returns and your Take Order needs.

Example: You have 1 case of popping corn left from Show N' Sell and need 2 cases for Take Order. Order only 1 case of popping corn when you place your Take Order order and use the 1 case leftover from Show N' Sell. This will help you qualify for one of the 15/15 Bonus incentives.

Please note that all Unit orders are reviewed before the final Council order is placed to ensure your Unit has the best possible product mix to support your sales goals! Someone from the Popcorn Team may contact you regarding your order to recommend order adjustments.

Example of how to set a per Scout goal.

Sell \$650 to pay for a Basic Year of Scouting

Basic Year of Scouting

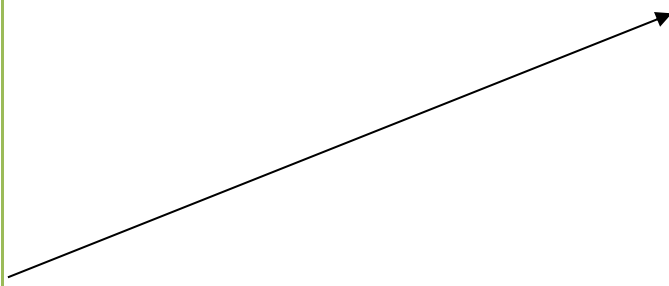


Expenses	Cost
Registration	\$36
Boys' Life	\$12
Pack Meetings	\$50
Den Meetings	\$90
Special Activity	\$30
Advancements	\$10
Total Cost	\$228

Commission %



$$\text{Sell } \$650 \times 35\% = \$228$$

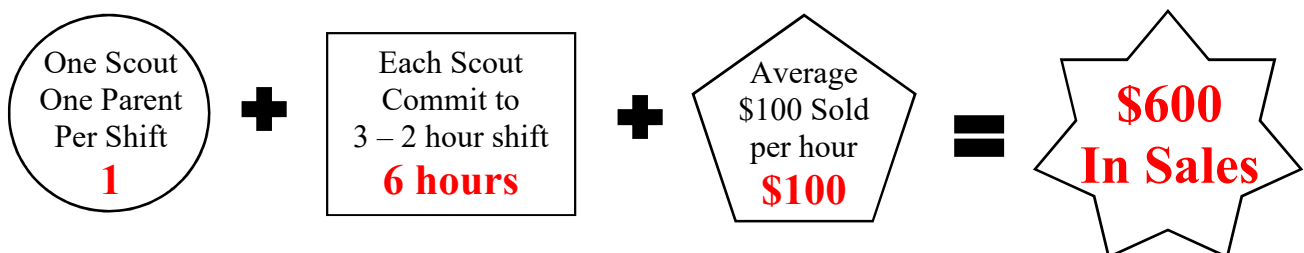


If you have **25 Scouts** in your Unit that sell **\$650** worth of popcorn and you hit the bonus incentives you will have **\$5,687** to fund your best Scouting year yet!!!!

Popcorn Selling Tips & Best Practices

1. **Recruit a Unit popcorn team** to host the kickoff, track inventory, take scout payments and more....
2. **Discuss why your Scouts Sell Popcorn** - Scouts sell popcorn to fund their adventures in Scouting! Conduct youth/adult program planning and Ideal Year of Scouting Planning Exercise with your unit.
3. **Set an hour sales commitment for you Scouts**. Ask all Scouts to sell for a minimum of 6 hours throughout the sale.
4. Set a Unit and **Per Scout Sales Goal** - Utilize the Program Planner in the 'tool kit' on the Trail's End site and set unit and Scout sales goals. Units who set a goal sell almost **twice as much**.
5. Hold a **FUN and EXCITING Unit Kick-off** for Your Families - The meeting should explain the popcorn sale and communicate sales expectations to your parents. Build excitement with the boys through the prize and incentives program.
6. **Order & Pick-Up Popcorn** - Order popcorn as your Unit needs it throughout the popcorn sale. There are two product orders available. Order what you need, and you can return 100% of your Show N' Sell product up until the return deadline.
7. **Set Show N' Sell dates and locations as early as possible**. Set 2 hour shifts at your table. Have only one - two Scouts and Parents per shift at the Show N' Sell table. Make sure you have enough locations set-up to give all your Scouts the opportunity to sell. Sell on the way out not in.
8. **Manage Popcorn Inventory** - Develop a plan to track the inventory your Unit has in stock. Keep product in the hands of your Scouts to keep them selling throughout the sale.
9. **SELL! SELL! SELL!** - Keep Scouts motivated! Some ideas to keep Scouts motivated: arrange den/patrol competitions, weekly top seller incentive (pie in face), continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your Unit's progress towards your sales goal.
10. Use the family popcorn check-out form to have **Scouts go door to door** over a weekend. The customer gets the product at point of sale and the Scout does not have to return to the house. Make it a blitz weekend with a special prize or set-up a mystery house and the first Scout to sell to that house receives a special prize.
11. **Collect Payments from Families** - Develop a plan to collect payments from your Scout families. Set Unit due dates prior to council payment dates so you have time to process before your payment is due.
12. **Have Unit level rewards that complements the Council rewards**. Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their kids selling.

How to reach a Scout Goal through Show N' Sell



More Selling Locations + More Selling shifts = More money for the Pack

Council Bonus Incentives

Council BONUS INCENTIVES are offered to every Scout, above and beyond the Scout Rewards prize program.

\$650 CLUB – Sell \$650 or more

All Scouts who sell \$650 or more will receive:

- 🌟 An invitation to the \$650 Club Party
- 🌟 Plus a bonus hammock



\$1,500 Club – Sell \$1,500 or more

All Scouts who sell \$1,500 or more will receive:

- 🌟 All the \$650 Club Rewards
- 🌟 \$50 Amazon electronic gift card



TRAIL'S END College Scholarship Incentive

Sell \$2,500 and Trail's End will put 6% of your sale into an interest-bearing account for any post high school education or mission. 6% of all successive sales of any amount will also be credited to the Scout's account.

UNIT INCENTIVES

Having an additional incentive plan specifically for your Unit is a great way to enhance your fundraiser. Examples include a special party or event, a pie-in-the-face of a leader or weekly gift cards for the high seller.

Prizes must be ordered by the Unit on or before the November 1st deadline. Scouts' sales from Show N' Sell, Take-Order and online sales count towards prizes earned. Ask Scouts for their preferred prize when collecting his final order. Prize orders received after Nov. 1st cannot be guaranteed.

Delivery Locations & Guidelines

Show N' Sell Popcorn

Thursday, Sept. 20

2 – 6 PM

Take Order Popcorn

Thursday, Nov. 15

2 – 6 PM

Location:

Max Trans, 2224 N.
Parkway East Jackson,
TN 38301

Vehicle Guidelines

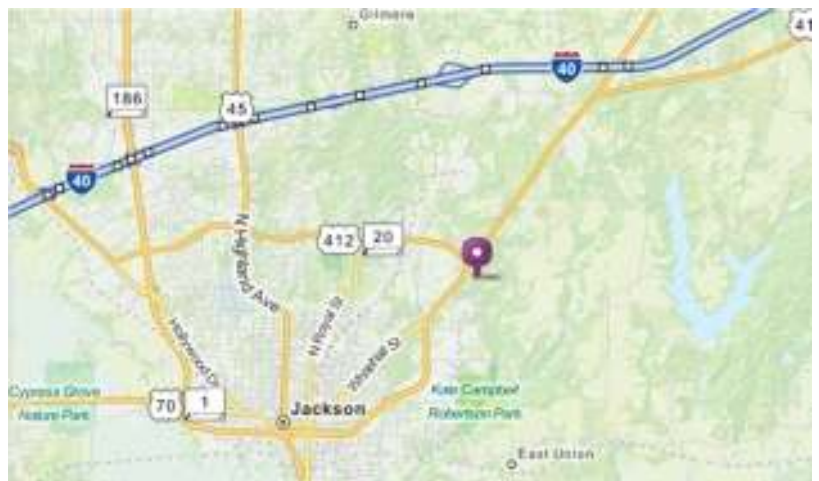
<u>Vehicle Type</u>	<u>Approx. # of Cases</u>
Car - midsize	Less than 20
Minivan or SUV	20-60
Pickup or Van (without seats)	60-100
Trailer or Moving Truck	100+
Mini Cooper	Really???

Unit Pick-up Guidelines

- 🍁 Schedule a Unit pick-up time with your District Executive. **DO NOT** arrive earlier than 10 minutes before your appointment time. If your Unit will be picking up product with several vehicles, make sure all vehicles enter the distribution site at the same time.
- 🍁 Make sure you have enough vehicles for your order. Use the chart above to predict how many vehicles you need. Deduct 4-5 cases for each passenger.
- 🍁 A Unit representative **must** verify the order. **Once the product is signed for, no additions or changes can be made to the order.** You may want to bring an additional person to help count larger Unit orders as it is loaded.
- 🍁 Distribution sites are busy and potentially dangerous; do not bring young children.
- 🍁 We cannot permit any sorting of product by youth but please be prepared with volunteers to pull and load your Unit popcorn.

Directions:

1. From Interstate I-40
2. Take exit 85 (Jackson Generals exit)
3. Go south on F.E. Wright Drive
4. Turn left on North Parkway
5. Cross Hwy 70/412
6. Turn left on Browns Church Road



Take Order Form

Due To Council Office by November 1, 2018 by 5:00pm

On Thursday, November 1, 2018 the following should be given or returned to West TN Council:

1. Any unsold Show N' Sell popcorn (only cases can be returned)
2. Payment for the Show N' Sell popcorn sold
3. Order for your Units Take Order popcorn (to be picked up on Nov. 15, 2018)
4. Take Order popcorn can be order by the container
4. Unit Prize Orders

Order all product and prizes at www.trails-end.com

Pack#: _____ Troop#: _____ Crew#: _____

Popcorn Kernel _____

Contact Number _____ Email Address: _____

Product	Product needed to fulfill all order forms (tally from Scouts forms)		Final inventory from Show N' Sell (transfer tally inventory)		# of containers you need to order on www.trails-end.com
Military Donation \$50		-	0	=	
Military Donation \$30			0		
Chocolate Lover's Collection Tin		-	0	=	
Cheese Lover's		-		=	
Chocolatey Caramel Crunch Tin		-	0	=	
Kettle Corn 18-pk Microwave		-		=	
Unbelievable Butter 18-pk Microwave		-		=	
Salted Carmel Corn		-		=	
Carmel Corn with nuts		-		=	
White Cheddar Cheese Corn		-		=	
Classic Caramel Corn					
Popping Corn					

Signature: _____ Date: _____

NO ORDERS WILL BE ACCEPTED AFTER NOV. 1st

Show N' Sell Form

Due To Council Office by September 6, 2018 by 5:00pm

Show N' Sell Tips:

1. Show N' Sell product may only be order by the case.
2. There will be additional Show N' Sell popcorn product available at the Scout Service Center. This product will be available on a first-come, first-served basis while supplies last.
3. **Remaining Show N' Sell product may be returned in FULL CASES ONLY for credit before or on Thursday, Nov. 1st before 5 PM at the Scout Service Center.** The Unit cannot return any product after Nov 1st.

Order all product and prizes at www.trails-end.com

Pack#: _____ Troop#: _____ Crew#: _____

Popcorn Kernel _____

Contact Number _____ Email Address: _____

Product	Show N' Sell Order (# of cases)		Additional picked up at Office		Product sold		Final Inventory (transfer to take order sheet)
Cheese Lover's		+		-		=	
Salted Carmel Corn		+		-		=	
Carmel Corn with nuts		+		-		=	
Kettle Corn 18-pk Microwave		+		-		=	
Unbelievable Butter 18-pk Microwave		+		-		=	
White Cheddar Cheese Corn		+		-		=	
Classic Caramel Corn		+		-		=	
Popping Corn		+		-		=	

Signature: _____ Date: _____

ANY ORDER SUBMITTED AFTER SEPT. 6th CAN NOT BE GUARANTEED

UNIT COMMITMENT INFORMATION

2018 POPCORN SALE

To be able to enter your Unit, ALL information is needed.

UNIT INFORMATION (Please Print)

Chartered Partner:

Unit Type: Unit Number: District:

#Scout registered : #Scout selling : (Estimate Numbers)

PLEASE MARK WHICH SALE YOU WILL BE PARTICIPATING IN

- Show N' Sell
- Online Sale
- Take Order

PRIMARY UNIT CONTACT/CHAIR (Please Print)

ALL Information is REQUIRED to enter Primary Unit Contact/Chair into system.

It is recommended that the Primary Unit Contact/Chair should not be the CM or SM.

Position in Unit: Previous Kernel/Chair? Yes No

First Name:

Last Name:

Address:

City:

State: Zip + 4:

Daytime Phone:

Home Phone:

REQUIRED Valid E-mail: