

POPCORN CAMPAIGN



2021



Helping you earn your own way to camp...



BOY SCOUTS OF AMERICA®
CENTRAL FLORIDA COUNCIL



2021 POPCORN CAMPAIGN

May 20 – July Roundtable

District Kernel promotes units to “sign up” for the Popcorn 2021 Campaign

July 17 & July 24

Popcorn Virtual Regional Kickoff (4 Regional locations) – Please choose one for your unit, (Unit attendance (at least 1 adult leader) required for 35% commission):

July 17th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff)

July 17th – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)

July 24th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff)

July 24th – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)

Week of July 26 – July 30

Popcorn Family Guide arrives to Scouts in mail

July 26

Popcorn Campaign Begins

July 31

Deadline to submit Ideal Year of Scouting Survey (required for 35% commission)

August 2

Deadline for 1st order (Submit ONLINE at Trails-End.com)

August 21

Units pick up 1st order at Area distribution sites

September 10-12

Council Blitz Weekend #1

September 13

Deadline to submit Blitz Weekend #1 results

September 16 (Roundtable)

Deadline to return popcorn (full cases only) ordered from the 1st Order (*this will be the only time in the 2021 Popcorn Sale that Popcorn can be returned*)

September 17

Deadline for 2nd order w/ Chocolate available (Submit ONLINE at Trails-End.com)

October 2

Units pick up 2nd order at Area distribution sites

October 8-10

Council Blitz Weekend #2

October 11

Deadline to submit Blitz Weekend #2 results

November 1

Deadline for 3rd order (Submit ONLINE at Trails-End.com)

November 12

Deadline to submit Military Donation Prizes (Military patch sets)

November 13

Online Popcorn Campaign Continues (Scouts can keep selling, but not for prizes)

November 13

Units pick up 3rd order at Area distribution sites.

November 13

ALL Unit Prize Orders Due

December 3

ALL Payments Due

December 4

Past due payment - commission drops to 20%

December 10

Past due payment - commission drops to 15%

UNIT COMMISSION BREAKDOWN

30 % Order popcorn

2% IYOS Survey by July 31

**3% Attend Virtual
Regional Kick Off**

Suggested Popcorn Timeline for Units*

Central Florida Council 2021

*Unit = Your Pack, Troop, Crew, Ship or Post

May

- ☐ Designate a Popcorn Kernel and Assistant Kernel
Units run efficiently with multiple Kernels
- ☐ Register your Unit

June

- ☐ Submit your Ideal Year of Scouting Survey to your District (Deadline – June 30th)
- ☐ Determine money required to fund unit for the year. Divide by the number of Scouts to determine each Scout's goal.
- ☐ Decide on unit incentives/awards
ex: Top Seller Awards, Top Den/Patrol Award, local business freebies that can be awarded, award levels for free events like overnights, summer camp, etc.
- ☐ Ensure key popcorn dates are on unit calendar
Unit Kick-Off, Warehouse Pick-Ups, forms due from families, award disbursement event, etc.

July

- ☐ Secure secondary volunteers as Captains: see "Unit Popcorn Sales Job Descriptions" document
- ☐ Begin Unit Popcorn Kickoff Preparations:
Location, Setup, Projector/Screen if needed, Tables, Samples, Handouts, Door Prizes, etc.
- ☐ Schedule Show-N-Sell locations at local businesses
- ☐ Schedule sale(s) at Chartered Organization
- ☐ Advertise Popcorn Kick-Off event in unit
- ☐ Plan dates for neighborhood sales weekends
- ☐ Determine 1st Popcorn Order quantity
Note: Unit committee should be involved
- ☐ Designate Popcorn Order Pickup Captain
Schedule transportation vehicle if needed: you may need a large vehicle or trailer depending on quantity ordered
- ☐ Determine Popcorn Order storage location
Garage, storage shed, trailer, Scout Hut, etc.
- ☐ Attend Central Florida Council Popcorn Virtual Regional Kickoff in July: to learn best practices, what's new for 2021, goals, etc.
Requirement to receive extra commission

August

- ☐ Work with Committee and Den/Patrol leaders on when and where scouts will sell at Show-N-Sell locations
- ☐ Submit 1st Popcorn Order (Deadline - August 2nd)
- ☐ Hold Unit Popcorn Kick-off Event
- ☐ Pick up 1st Popcorn Order at District Distribution Site on August 21st

September

- ☐ Ensure unit participates in Popcorn Blitz Weekend #1 (September 10-12)
- ☐ Submit Popcorn Blitz Weekend #1 results for Council Prize (Deadline: September 13th)
- ☐ Advertise when/where/how Take Order forms and monies should be collected to prepare for 2nd Popcorn Order
- ☐ Deadline to return popcorn (full cases only) ordered from the 1st Order (***this will be the only time in the 2021 Popcorn Sale that Popcorn can be returned***) – September 16th
- ☐ Tabulate quantity of 2nd Popcorn Order – first opportunity to order chocolate popcorn
Subtract current inventory, of course
- ☐ Submit 2nd Popcorn Order (Deadline - September 17th)

October

- ☐ Pick up 2nd Popcorn Order at District Distribution Site on October 2nd
- ☐ Popcorn Blitz Weekend #2 (October 8-10)
- ☐ Submit Popcorn Blitz Weekend #2 results for Council Prize (Deadline – October 11th)

November

- ☐ Submit 3rd Popcorn Order (Deadline: November – 1st)
- ☐ Deadline to submit Military Donation Prizes – military patch sets (November 12th)
- ☐ Online Popcorn Sale Continues (Scouts can keep selling but not for prizes, November 13th)
- ☐ Pick up 3rd Popcorn Order at District Distribution Site on November 13th
- ☐ Order Trail's End prizes (Deadline November 13th)
Please use the Trails-End website to accomplish this.
- ☐ Collect rest of monies from Scouts
- ☐ Present any unit awards at next Unit meeting

December

- ☐ By December 3rd, submit to Council ...
 - ☐ Final Payment Due - To avoid your unit commission dropping
- ☐ December 4th – Past due payments – commission drops to 20%
- ☐ December 10th – Past due payments – commission drops to 15%

Trail's End® REWARDS

Collect points to earn **amazon.com** Gift Cards
and choose the prize **YOU** want!

1.5PTS
1PT

PER EVERY \$1 SOLD
**ONLINE DIRECT
& CREDIT/DEBIT**
PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS



7,500 pts
Earn an **\$550**
Amazon.com Gift Card

REWARD IDEAS



2,000 pts
Earn a **\$70**
Amazon.com Gift Card

REWARD IDEAS



6,000 pts
Earn a **\$450**
Amazon.com Gift Card

REWARD IDEAS



1,750 pts
Earn a **\$60**
Amazon.com Gift Card

REWARD IDEAS



5,000 pts
Earn a **\$350**
Amazon.com Gift Card

REWARD IDEAS



1,500 pts
Earn a **\$50**
Amazon.com Gift Card

REWARD IDEAS



4,000 pts
Earn a **\$250**
Amazon.com Gift Card

REWARD IDEAS



1,250 pts
Earn a **\$40**
Amazon.com Gift Card

REWARD IDEAS



3,500 pts
Earn a **\$200**
Amazon.com Gift Card

REWARD IDEAS



1,000 pts
Earn a **\$30**
Amazon.com Gift Card

REWARD IDEAS



3,000 pts
Earn a **\$150**
Amazon.com Gift Card

REWARD IDEAS



750 pts
Earn a **\$20**
Amazon.com Gift Card

REWARD IDEAS



2,500 pts
Earn a **\$100**
Amazon.com Gift Card

REWARD IDEAS



500 pts
Earn a **\$10**
Amazon.com Gift Card

REWARD IDEAS



SIGN IN & SET YOUR GOAL

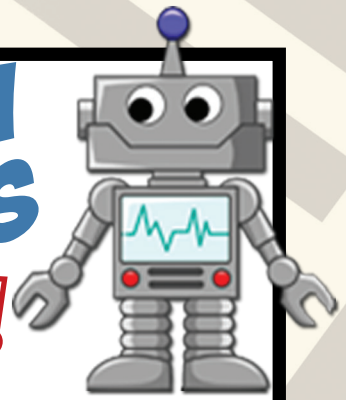
Text APP to 62771 to download the app





2021 POPCORN COUNCIL PRIZES

CHECK THESE OUT!



\$1,000 LEVEL

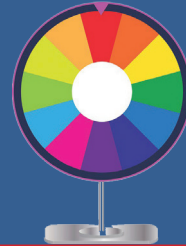


- (2) TICKETS (ONE YOUTH & ONE ADULT) TO FUN SPOT ORLANDO
- UNLIMITED RIDE ARMBAND (ALL GO-KARTS, ROLLER COASTERS AND THRILL RIDES (SKYCOASTER NOT INCLUDED))
- TICKETS ARE VALID AT ORLANDO OR KISSIMMEE PARKS (EXPIRES 12/31/2022)
- \$5.00 FUN-E-CARD (USED TOWARDS ANY IN PARK PURCHASE)

\$1,250 LEVEL



- (2) TICKETS (ONE YOUTH & ONE ADULT) TO THE TOP SELLER PARTY INCLUDING PRIZES, FOOD, MUSIC & MORE!
- PARTY DATE JAN/FEB 2022



\$1,500 LEVEL



- (2) DRY ADMISSION TICKETS (ONE YOUTH & ONE ADULT) TO LEGOLAND

\$2,500 LEVEL



- (4) COMBO (DRY/WATERPARK) ADMISSION TICKETS TO LEGOLAND

\$3,500 LEVEL



- (2) MULTI-DAY ADMISSION TICKETS (ONE YOUTH & ONE ADULT) TO KSC TO USE ALL YEAR. ONE TIME USE FREE PARKING VOUCHER.

\$5,000 LEVEL

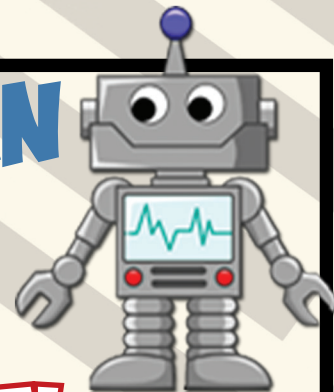


- (2) TICKETS TO UNIVERSAL STUDIOS (ONE YOUTH & ONE ADULT) TO LEGOLAND

POPCORN.CFLSCOUTING.ORG



2021 AMERICAN HEROES CAMPAIGN



CHECK THESE OUT!

**SELL 5
SILVER LEVEL
AMERICAN HERO
DONATIONS
& EARN THE
SILVER LEVEL
AMERICAN HERO
PATCH SET**



NAVY



**FIRST
RESPONDERS**



AIR FORCE



MARINES



ARMY



COAST GUARD

**SELL 5
GOLD LEVEL
AMERICAN HERO
DONATIONS
& EARN THE
GOLD LEVEL
AMERICAN HERO
PATCH SET**



NAVY



**FIRST
RESPONDERS**



AIR FORCE



MARINES



ARMY



COAST GUARD

**ONCE YOU HAVE SOLD AT LEAST (5) SILVER LEVEL AMERICAN HERO
DONATION SALES OR (5) GOLD LEVEL AMERICAN HERO DONATION
SALES, PLEASE REGISTER AT: POPCORN.CFLSCOUTING.ORG**

Trail's End[®]

Fund Your Entire Year!
You Can Sell Over \$1,000* in Under 8 Hours
& Earn More with Trail's End Rewards

Text APP to 62771 to

DOWNLOAD THE APP
& START SELLING TODAY



It only takes ONE MINUTE to register an account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Kid Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.



Record ALL of Your
Sales in the App,
Even Take Order Sales!

Fundraising with Popcorn Helps Kids



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

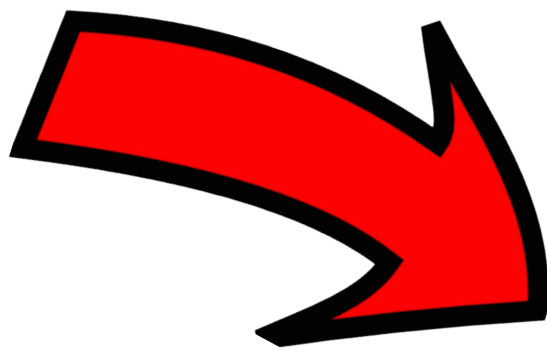
They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger

JOIN THE TRAIL'S END PARENT FACEBOOK GROUP
GET ANSWERS TO QUESTIONS AND TIPS ON SELLING
Text PARENTFB to 62771 to join!

*Based on national averages. Individual Scout sales may vary.

NEW THIS YEAR!!!



CHECK THIS OUT!

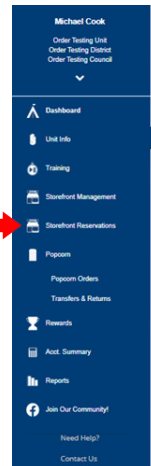
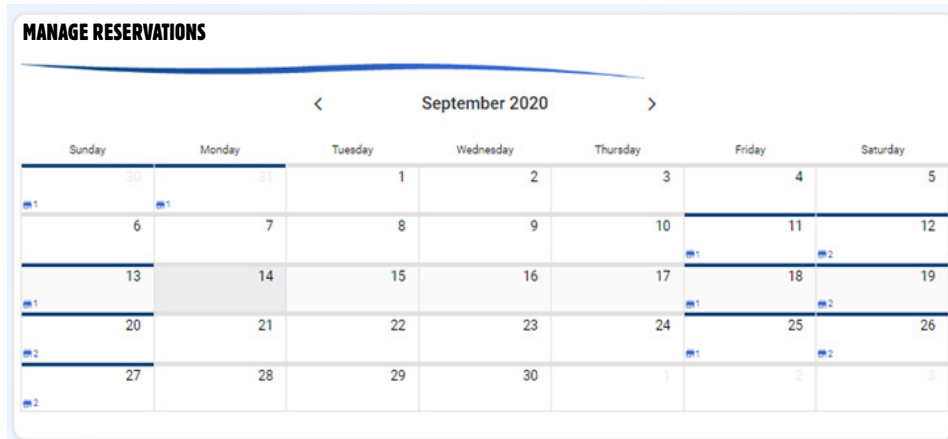




STOREFRONT RESERVATION GUIDE

STEP 1 To begin claiming Storefront Reservations, login to your Trail's End unit leader account at www.trails-end.com/login and go to the "Storefront Reservations" tab on the left side menu.

STEP 2 You can locate available Storefront Reservations by clicking on dates with a blue icon (include a close-up of the icon here). The number next to the icon indicates the number of available Reservations.



STEP 3 Selecting a date will bring up a list of Storefront Reservations available, including the address, start time, and end time for the reservation. For dates with multiple reservations available, filter for specific stores or look up stores using the "Search" box.

STEP 4 You will claim the shift by clicking on the blue "Reserve" button. Due to the high volume of reservation requests, it may take several minutes to confirm your Reservation. Once confirmed, you will receive an email and the Reservation will be added to the "Storefront Management" screen."

STEP 5 Reservations may be rejected if the current rules prohibit you from securing that store (Example: It's outside of your district) OR if another Unit claimed the Reservation prior to you clicking the reserve button.

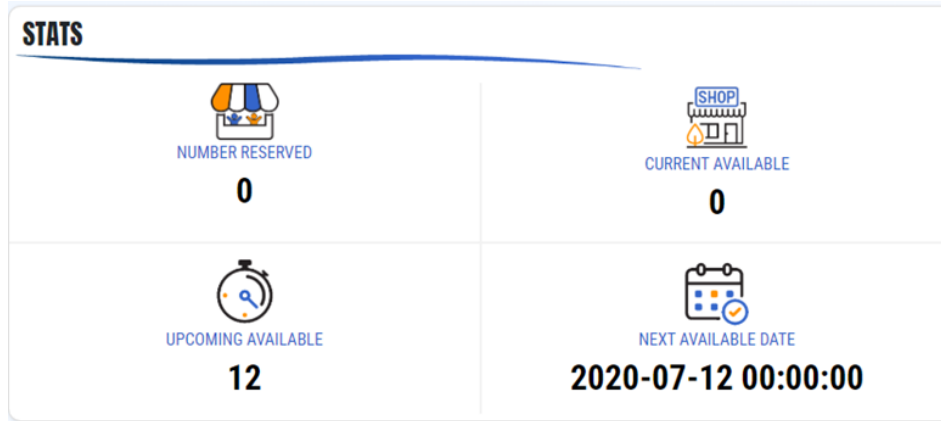
SITE NAME	ADDRESS	START TIME	END TIME	
Kroger	2561 Kentucky Ave	02:00 pm	07:00 pm	RESERVE
Walmart	6666 Glenview Dr	01:00 pm	04:00 pm	RESERVE

STEP 6 The "Stats" box on the Storefront Reservations page gives you information about upcoming claiming availability.

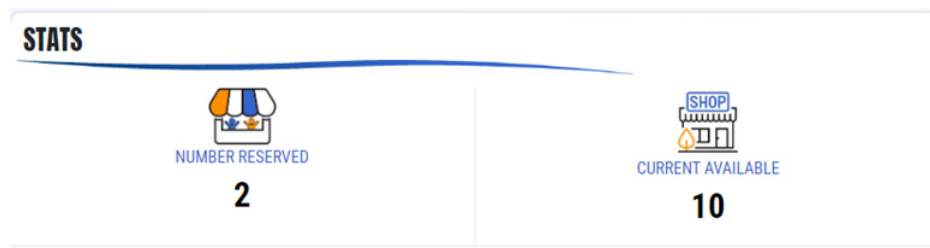
- The "Number Reserved" is the current number of Storefront Reservations that your unit has claimed.
- The "Current Available" is the number of Storefront Reservations that your unit is allowed to claim right now. More Storefront Reservations will become available to reserve as other units have had the opportunity to claim shifts.
- The "Upcoming Available" is the number of Storefront Reservations your unit will have at an upcoming date.
- The "Next Available Date" is when your unit will be able to claim a certain amount of shifts.

STOREFRONT RESERVATION GUIDE

STEP 7 The unit in the screenshot below currently has no storefronts booked and none currently available but on 7/12/20 they will be able to claim 12 storefronts.



STEP 8 Once your unit begins reserving shifts, the number reserved will increase while the number available will decrease.



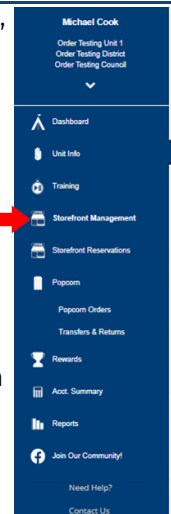
STEP 9 To see your reserved storefronts, you'll move to the "Storefront Management" tab on the left side menu.

STEP 10 Your Storefront Reservations will then be managed the same as any sites you set up on your own. You can manage shifts, add Scouts, assign inventory and cash, and record sales.

STEP 11 Sites reserved from Trail's End booked stores will have a Trail's End logo next to them.

STEP 12 Please note that you sign up for a store with a certain time range set by the store (ex. 4pm – 8pm) and you then have the ability to adjust the shifts within that time range. You can have 4 one-hour shifts, 2 two-hours shifts, etc.

SITE NAME	DATE	SALES	INVENTORY	\$ OWED	
Kroger	09/12/2020	\$0.00	NO	\$0.00	
Walmart	09/12/2020	\$0.00	NO	\$0.00	



STEP 13 If your unit no longer wants the shifts or is unable to work the site, you can delete it and it will be released to other units to claim.

Release Site

Releasing this storefront will open the reservation for other units to claim. Are you sure you want to release this storefront?

RELEASE

Cancel

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **472,500** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations

Donation Level

\$50

\$30

CREDIT SALES ARE BEST

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- **Bigger Rewards** - Earn 1.5pts per \$1 sold in the Trail's End App
- **Safer** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - Accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT

Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from
the safety of
home.



Product Variety
Even MORE products
to choose from.



No Handling
Products ship directly
to your customers.



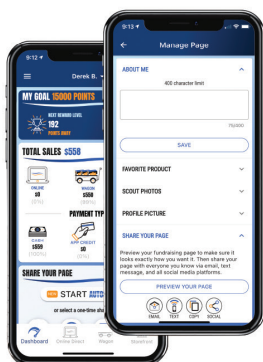
Trail's End Rewards*
Earn MORE when
you sell Online Direct.

*Council participation in Trail's End Rewards may vary.

HOW IT WORKS

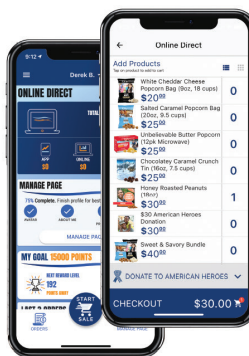
TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)
"Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!



THE TRAIL'S END APP

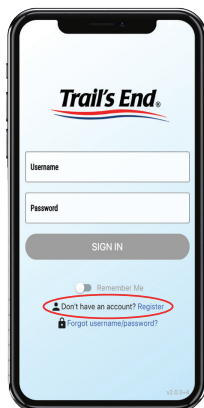
QUICK START GUIDE

THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 62771 to download.

Required to register:

Council: _____ District: _____ Unit: _____



1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader) - Type in the customer's card information.

Magstripe Reader (Android) - Swipe reader plugs into headphone jack.

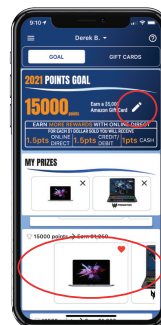
Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

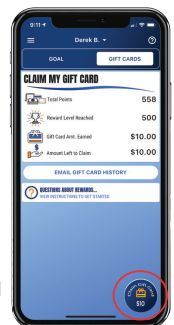
When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.

Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

Wagon - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

• Email support@trails-end.com

• Visit the Support Portal of FAQs at support.trails-end.com

• Get peer support 24/7 in the Trail's End Parent Facebook Group www.facebook.com/groups/TEParents

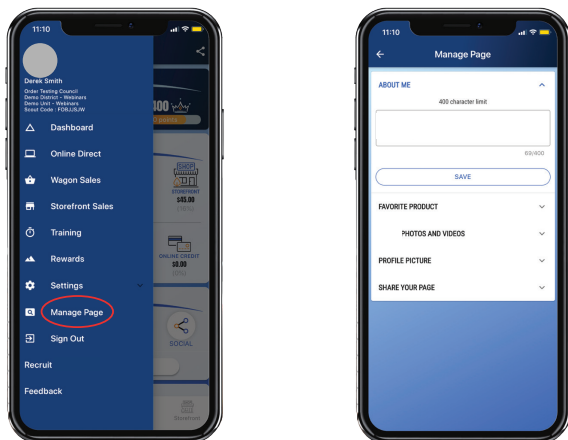
**Screenshots subject to change*



THE TRAIL'S END APP

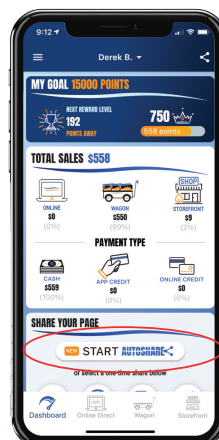
MANAGING YOUR PAGE

MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE:
Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.

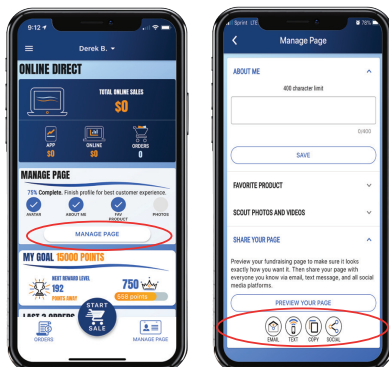


Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

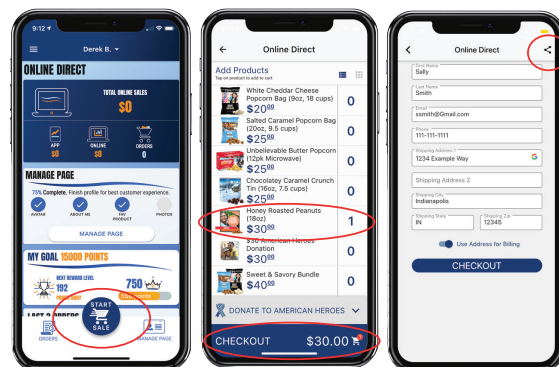
ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature:
Learn more on the next page!

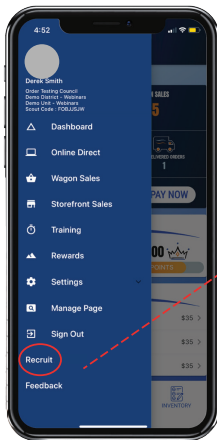
*Screenshots subject to change



THE TRAIL'S END APP

WAGON SALES

RECRUITMENT

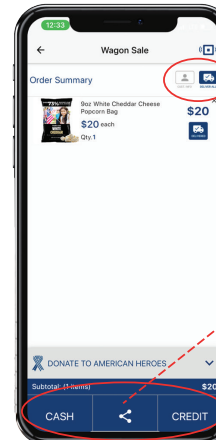
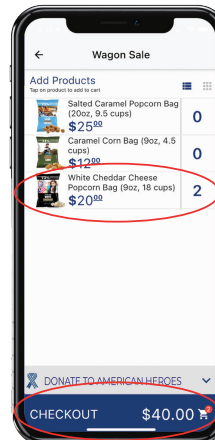
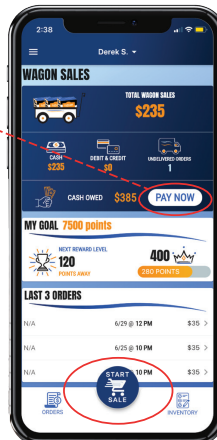


Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

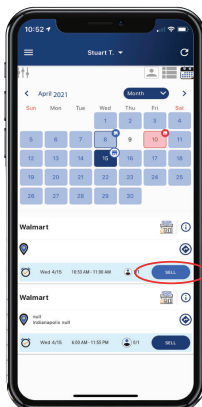
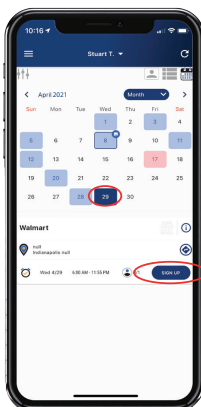
RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for **all selling methods**. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

Tip: Marking an item as "Undelivered" means you plan to return with product later. **Be sure to record the customer info for undelivered items so you know where to deliver the product later!** Lastly, don't forget to update the status when delivered!

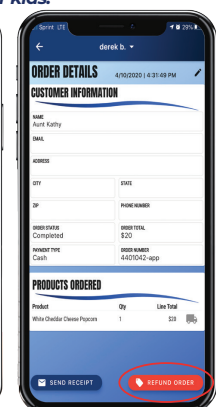
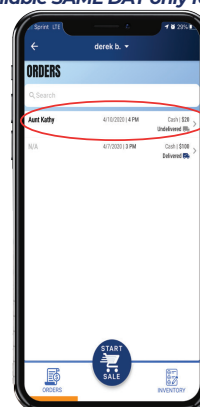
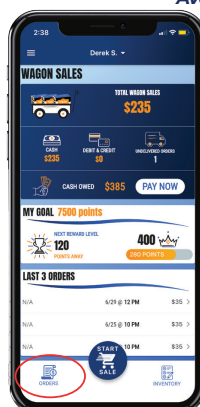
SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

Available **SAME DAY** only for kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

**Screenshots subject to change*

Trail's End®

Fund Your Entire Year!
How to Sell Over \$1,000 in Under 8 Hours

**5
MINS**

PERSONALIZE. Download the Trail's End App, register an account if you don't already have one, and personalize your account. Set a goal, add pictures, and a short bio telling customers why you're fundraising.

**10
MINS**

ONLINE DIRECT. Utilize the new Autosshare feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year. You can choose from one-time, 30-day, 60-day, and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order Online Direct!

**\$65
x 5
\$325**

Pro Tip: Share your fundraising page through social media, and tag your family and friends.

**4
HOURS**

STOREFRONTS. Sign up and sell for at least 4 storefront hours in the Trail's End App. The average Scout sells over \$125/hr at storefronts!

Pro Tip: Make the most of your storefront time by working with only one Scout and parent per shift.

**\$125
x 4 hr
\$500**

**3
HOURS**

WAGON SALES. Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. Scouts sell over \$100/hr on average!

Pro Tip: Wear your uniform, and practice your popcorn sales speech.

**\$100
x 3 hr
\$300**

TOTAL SALES \$1,125

ANSWERS TO OBJECTIONS OF NOT SELLING POPCORN

<p>1. The popcorn costs too much.</p>	<p>Short Answer: given that this is a fundraiser, it's actually a good value. The mid-to- high dollar items (\$20-\$60) make up 80% of the sale.</p> <p>Longer Answer: Leaders need to remember that this is a <u>fundraiser</u>. Just like any other product being sold as a fundraiser, the price on the product is increased to enhance the profit margin for the Unit.</p> <p>Remember, we are not selling popcorn: we're selling <u>Scouting</u>.</p> <p>As to microwave popcorn, the price per pouch is comparable to those in the store. At \$20, this is slightly over \$1 per pouch. Try to purchase a 3-pack in a store and the price is usually \$3-4 or about the same price.</p>
<p>2. It is easier to sell a \$1-2 item instead of a \$10 or higher item.</p>	<p>Short Answer: True, but will you sell enough to make up the difference?</p> <p>Long Answer: Yes. It is easier to sell a \$1 item then a \$10 item. However, the question is "in how much time." A Scout has to sell a \$1 item to 10 different customers to equate to selling a \$10 item just once. This is compounded if you look at a \$20 item. Now people will say a Scout has to ask more people to get the \$20 item. This may be true, but as long as it is less than 20 people, the time spent selling is far less.</p> <p>Note that the average door-to-door sales are about \$200/hour in modern homes.</p>
<p>3. We get a higher percentage selling something on our own then selling popcorn.</p>	<p>Short Answer: Scouting goes beyond the unit. Council expenses are just as real and important as your expenses.</p> <p>Long Answer: Remember that 73% goes back to Scouting. On average, Units usually split this with the Council or in other words, they get about 35% of the gross sales of the profit in commissions.</p> <p>The Council does two things with their portion of the sale: Cover Expenses and Supplement the operating Budget. The Council Expenses can include prizes, delivery costs, order forms, kickoff materials, sample product, and product storage. In addition, the Council takes on the risk of the sale. This is an expense.</p> <p>The balance remaining of the sale goes into the Operating Budget to cover other expenses like camp, utilities, and program materials. The American Camping Association state the average cost of a weeklong camp is \$600 nationwide. The average Boy Scout Camp is only half that amount. Parents should understand Scout camps are subsidized through Friends of Scouting and Popcorn Sales. By participating in the popcorn sale, they are also helping lower the cost of Scouting for everyone.</p>
<p>4. The popcorn sale is too hard to manage.</p>	<p>Short Answer: Not if you have the right popcorn team in place.</p> <p>Long Answer: The main reason a popcorn sale could be hard to manage is the Unit puts all of the responsibility on one person, the Popcorn Kernel. There are several ways to divide the duties among several people and lessen the work for everyone.</p> <p>For example, one person would be responsible for managing just the Show and Sell locations and have a different person handle distribution of popcorn to Scouts. You could assign a person in each den or patrol to help with the popcorn sale. Have another person run the Kick Off, another doing communication, another picking up the popcorn on Distribution days. All of these jobs including the Kernel do not have to be from Scout leaders. Many parents want to help and popcorn sales is a great way for them to get involved.</p> <p>It's an exclusive program for the Scouts and it is a hassle free program; no upfront money, product is ordered on-line, shipping costs are covered and prizes are shipped direct to your home.</p>

ANSWERS TO OBJECTIONS OF NOT SELLING POPCORN CONT...

5. It is easier to just pay for Scouting items out of my pocket than go around with my son and sell popcorn.	<p>Short Answer: There is MUCH more to selling popcorn than the money.</p> <p>Long Answer: Part of the Purpose of Boy Scouts is to "instill within youth desirable qualities of character, [and] to train them in the responsibilities of participating citizenship..." If parents pay for everything, the Scout will miss out on some great opportunities: stepping up to and adult and presenting himself with a request to support scouting, how much scouting costs, earning his first dollar, receiving rewards for work, how to deal with objections, and the sense of accomplishing a goal.</p> <p>Selling popcorn teaches Scouts the value of earning his/her own way, builds self-confidence, and allows him/her to earn advancements and merit badges.</p>
6. We can only ask our family and friends so many times to help our son.	<p>Short Answer: One fundraiser, once a year.</p> <p>Long Answer: I agree with this statement. This is the reason Units need to put as much effort in to as few (or one) fundraisers as possible. The average family of four has the opportunity to participate in just over 13 fundraisers a year.</p> <p>Between the PTA asking 4 or 5 times, Baseball, Soccer, and Church, then multiply this by two children, there is little room for Scout fundraisers. Families have to pick and choose which fundraisers in which they want to participate. This is why Units need to get the biggest bang for their buck. I know of many Units which have netted over \$5000 from popcorn sales. This would be a lot of \$1 candy bars.</p> <p>Also, a Unit can make enough money selling Popcorn that a Unit only has to do one fundraiser a year.</p>
7. The Cub Scouts sell popcorn, that's not a Boy Scout thing	<p>Short Answer: A proven fund raiser is the best fundraiser.</p> <p>Long Answer: First, it costs a lot more for a Scout to fully participate in the Scouting program than a Cub Scout. Because of this, Scouts need to take advantage of every opportunity to raise money. In addition, there is the Salesmanship Merit Badge which can be completed entirely using the popcorn sale. Finally, most of the nation's top selling youth were all Scouts. They have developed a client list and have gone to the same houses for the last several years. It usually takes less time to raise a lot of money because of this client list.</p>
8. Our area is over-saturated with scouts	<p>Surveys have shown that less than 20% of all households have been contacted by a Scout to purchase popcorn. Have plans to canvas neighborhoods on a late Saturday morning.</p>

ANSWERS TO OBJECTIONS AT POINT OF CONTACT

I cannot eat popcorn...	That is OK. You can still support us and the Military by buying popcorn to send to troops overseas. Popcorn also makes a great gift for someone else.
Popcorn is not healthy...	Many snack foods can have lots of fat, but many of our products have less than half the calories of potato or corn chips. Plus, popcorn is high in fiber. Which one would you like?
The price is too high...	You are right. The price is about the same as buying popcorn at the movies. However, the proceeds go back to local Scouting, so you can feel good about buying the product and helping your local community. Think of it this way, you're donating to Scouting and popcorn is our thank you gift.
We already bought popcorn...	Great and Thank You! After trying the product, many of my customers find they would like to send some to family, friends or to military troops overseas. Do you have someone in mind that would this DELICIOUS popcorn?
I do not have any money on me...	That is OK. We take all major debit/credit cards. Which one would you like?
I am allergic to nuts...	I am sorry to hear that. I have a relative/friend that has a similar issue. They help me out by placing an order for our Military troops overseas and in VA hospitals. At what level would you like to place an order for our troops?
I do not support the Boy Scouts...	Thank you very much for listening to me. Have a good day.



PATH TO ADVANCEMENT

Cub Scout Advancement Opportunities





TIGERS

	Curiosity, Intrigue and Magical Mysteries	Create a secret code to use during your Popcorn Sale (Req. 4)
	Stories in Shapes	Create an art piece advertising your Popcorn Sale (Req. 1b)
	Tiger Tales	Create your own Tall Tale about your Popcorn Sale (Req. 2)




WOLVES

	Howling at the Moon	Pick one of the four forms of communication (Req. 1) and create a Popcorn Skit (Req. 2)
	Paws on the Path	Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)



BEARS













	Baloo the Builder	Select and build one useful and one fun project for your Popcorn Sale (Req. 3)
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WEBELOS

	Art Explosion	Create a Popcorn Sale poster (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show 'n' Sell
	Build It	Create and build a carpentry project to advertise your Popcorn Sale (Req. 2) List all the tools you used to build it (Req. 3) Check which ones you've used for the first time (Req. 4)
	Movie Making	Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

Merit Badge Opportunities

	Art	For requirements 5a – Produce a Popcorn Sale poster for display
	Communication	For requirement 2b – Make a Popcorn Sales presentation to your counselor For requirement 6 – Show your counselor how you would teach others to sell Popcorn
	Digital Technology	For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn
	Graphic Arts	For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster
	Journalism	For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale
	Movie Making	For requirement 2 – Create a storyboard and video designed to show how to sell popcorn
	Personal Management	For requirements 5, 8, 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities
	Photography	For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)
	Plant Science	With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed (Requirements 8a and 8b-Corn Option)
	Public Speaking	For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop
	Salesmanship	All requirements for this merit badge may be completed through the Popcorn Sale
	Truck Transportation	For requirement 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

8 Good Reasons Scouts BSA Should Sell Popcorn

(It's not "just" for Cub Scouts.)

1. Scouts BSA Costs More Than Cub Scouts

The average cost nationwide of Scouts BSA Camp is around \$350 for an exciting, fun-filled week. With the other costs of equipment, other camping trips, transportation, uniforms, awards, registration, etc., any Scout could easily have the entire year paid for through popcorn sales.



2. Merit Badges!



There are requirements in at least 13 Merit Badges that can be completed using the popcorn sale.

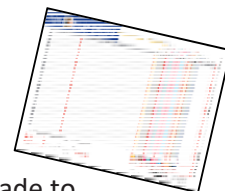
For example, Eagle-required badges like **Personal Management** and **Communication** have requirements that can use the sale as well as **Public Speaking**.

The **Salesmanship Merit Badge** can be completely done using the popcorn sales. For example, #5a: "Help your unit raise funds through sales of merchandise or of tickets to a Scout event." Or #3: Write and present a sales plan for a product or service and a sales territory assigned by your counselor.

American Business Merit Badge requirement #5: "Run a small business involving a product or service for at least three months. First find out the need for it. ... Keep records showing the costs, income, and profit or loss."

3. Scouts BSA Should Have a Customer Database

If a Scout was a Cub Scout at a Pack that sold popcorn, hopefully he/she kept his/her Take Order forms. When the sale starts, the Scout should first visit his/her previous customers and ask if they would like to re-order what they ordered last year or upgrade to a higher ticket item or to add an item as a gift. He/she can also tell his customers what he/she did with that money he/she earned last year.



By asking previous year's customers, the amount of return vs. time is extremely beneficial. In an interview with the top ten selling Scouts last year, all of them stated that they started with their existing client base on the first day of the day.

4. They May Be Really Good at It

If a Scout has been selling since a Tiger, he/she has had 5 years of practice. With their client database, they can raise some "easy" funds for their Scouting year.



5. They Can Make More Money for College

If the Scout ever earned enough to qualify for the scholarship fund, then the more he sells, the more he'll have for college. Why deny that Scout money he/she could earn for college?

6. Three Easy Ways for Scouts to Sell

a. "No" Show-N-Sell

This is a store-front "Show N Sell" with no popcorn. Instead with proper signage and good communications skills, Scouts ask for donations to order Military Order popcorn. Pros:

- No popcorn to deal with
- Any amount can be collected
- Still counts toward prize incentives
- Council is still funded
- Minimum equipment: table, good looking and easy to read signs explaining the sale and goals, lock-box.
- Everyone wants to help the military ... and Scouts.

We recommend this type of sale for Scouts (instead of Cub Scouts) since there is some explaining to do.



b. Show N Sell for Emergency Services

In a twist on the above, collect money (with or without popcorn available) saying you'll purchase popcorn and deliver it to a **Local Police Department, Fire Station or EMT station.**

Name the station, have posters with pictures of their crew and deliver it as soon as possible when the popcorn is available. Take pictures of your Scouts delivering it (in uniform of course!) and use those for the following year! By doing so, the Scout is appealing to the public to support both Scouting and their local Emergency services.



c. Online Sales

Online selling has become more robust in recent years. Popcorn variety, packaging and delivery costs have been improved and are comparable to other online businesses. The Scout does not have to visit neighbors, stand in front of store or deal with cash and delivery. A few moments in the home writing a well-crafted email to friends and relatives (or maybe even creating a video!) can result in good sales. Every Scout should try online sales at least once. The results might surprise you!



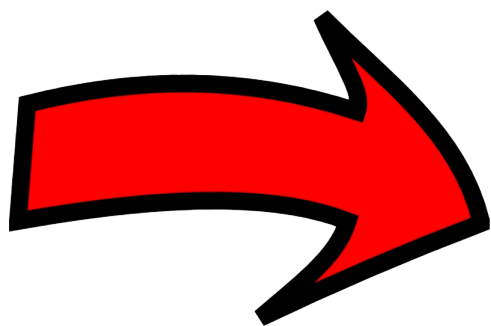
A Final Note

Even if your Troop has another fundraiser, consider offering popcorn too! Scouts should have as many opportunities to fund THEIR Scouting year. Popcorn is a known national product that supports Scouts, is easy for the Troop to offer and can be very beneficial for the Scout.

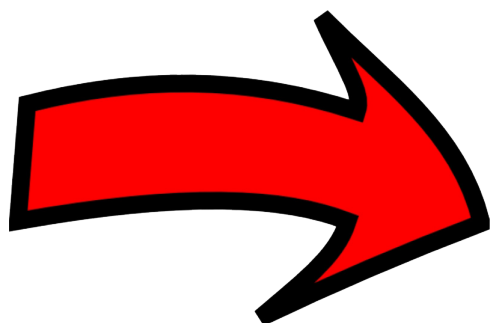
The aims and methods of Scouting instruct that a Scout be thrifty and that he/she pay his/her own way for program and activities. Scouts learn the value of money and hard work by earning the money to pay for things. But they didn't join Scouting to do fundraisers! The fundraisers have a purpose and the purpose is to raise a targeted number of dollars to do something else.

Scouting families should enthusiastically embrace the fundraising process for what it is and what it accomplishes. The prizes are a bonus!

Scouts BSA Girl Troop from Lake Mary
enjoying Summer Camp at Camp La-No-Che



**SCAN THIS
QR CODE
TO FILL OUT YOUR
2021
COMMITMENT
FORM**



**SCAN THIS
QR CODE
TO FILL OUT YOUR
2021
IDEAL YEAR OF
SCOUTING
SURVEY**

