FUND THE EXPERIENCE OF A LIFETIME
2013 POPCORN SALES GUIDE

Rio Grande Council—Boy Scouts of America
6912 W. Expressway 83
Harlingen, TX 78551
(956) 423-0250
Fax: (956) 421-4950
www.riograndecouncil.org

INFORMATION AND RESOURCES

For additional information or help related to your popcorn sales efforts, you may call your District Executive or District Popcorn Kernel:

Tonya Gantt, Council Popcorn Chairman
tkg1973@sbcglobal.net
(956) 279-2793

Tip O Tex District James Romero, Popcorn Chairman jromero@buckner.org Jason Gates, Field Director Jason.gates@scouting.org 956-423-0250	**Arroyo District** Amanda Hernandez, District Executive Amanda.hernandez@scouting.org 956-423-0250
Rio Bravo District Richard Calzada, District Executive Richard.calzada@scouting.org 956-423-0250	**Arrowhead District** Tonya Gantt, Council Popcorn Chairman tkg1973@sbcglobal.net (956) 279-2793 Geoff Parker, District Director Geoffrey.Parker@Scouting.org 956-423-0250

2013 TIMETABLE

TODAY!!!!! Recruit your unit Popcorn Chair/Coordinator
Register to sell popcorn

Sept 4th and 5th **Unit Popcorn Kernel Kick-off**

You really want to try and make the Popcorn Kick-off. You will view the products and hear about all of the great Scout prize incentives. You will get answers to all your questions. We will discuss common objections and ways to overcome them. We will discuss ways to finance your unit for an entire year!

You will gain enthusiasm to share with your unit. Trust us—it's just plain **fun!**

Note: At the kick-off, you will have an opportunity to visit with leaders from our top-selling units! It's a perfect chance to learn directly from those who are our very best.
Be sure to have a unit representative in attendance.

September 4th ..... ***Sales Begins***

November 1st ..... ***Popcorn Orders, popcorn money due, and Prize Orders Due to Service Center by 5pm***

November 16th ***Popcorn Pick-Up / Distribution Day***
Your Popcorn Kernel will give you location
8:00am to 12:00 Noon

FINAL PRIZE ORDER DEADLINE – November 1st
NO PRIZES WILL BE ORDERED AFTER THIS DATE

Unit Sales Commission

UPFRONT COMMISSIONS

Keep your commission upfront. Pay only the cost of the product.

Base Commission

All units will receive a 30% base commission for participating in the 2013 popcorn sale.

Bonus Commission

A unit can earn 5% more commission by attending the popcorn kick-off, placing their orders on time, and picking up the product at the proper time.

Average Unit Sales

$7500

30% Commission = $2250

Vs.

35% Commission = $2625

And if your unit sells just $2500 more. . . .

You can be part of the Super Achiever Club!

See Details Below

PRIZES FOR YOUR SCOUTS

Youth Prizes:

NEW Prize system. Trails-End will be partnering with Keller Marketing this year to provide our Scouts sales prizes. Please remember that a product order must be placed and a prize order. Participating youth can earn a popcorn sales patch. Also, Scouts can earn various prizes at the $250 level and up! See prize page at www.boyscouts-gcc.com.

Prizes are not cumulative. ONLY 1 PRIZE PER BOY!

Please make sure to order your prizes by Friday, November 1st. ***Late prize orders after November 1st will not be accepted. The council cannot be responsible for prizes not ordered on time.***

Spread the word – our Trail's End Popcorn Sales program is continuing to get better than ever!

MORE PRIZES

Trail's End Scholarship Program

Here's how the scholarship program works:

* The Scout must be registered.
* To become enrolled in the program, the **Scout must first attain a total of at least $2,500** in popcorn sales.
* 6% of the Scout's gross sales will be credited to the scholarship (max $1,000 in sales period.)

COUNCIL INCENTIVE

Super Achiever Club

Any unit with a minimum of $10,000 in gross sales will receive a 1.5% commission bonus and an additional 1.5% /$5000 above that.

Gross Sales	Commission Bonus	Unit's Commission
$10,000	1.5	$150
$15,000	3	$450
$20,000	4.5	$900
$25,000	6	$1,500
$30,000	7.5	$2,250

Bonus will be based upon total dollars sold and on-time account settlement.
Use of funds is subject to the discretion of the Unit Committee.
Bonus Checks will be mailed after December 31st.

STEPS TO SUCCESS

1. Prepare your unit's budget based on the "Ideal Year of Scouting". See the Trail's End website for additional help.

2. Explain how to earn popcorn commissions!

3 Plan your campaign. From the pre-order through money collection, have the turn-in times and locations predetermined.

4. **Attend our Popcorn Kick-off** (***September 4th and 5th***).

5. Train your Scouts. Brief them on proper sales techniques as well as public courtesies. The community will support Scouting given this opportunity.

6. Encourage parents to use popcorn as a customer/employee Holiday gift.

7. Place Unit Take Order by **Friday, November 1st** ***. Orders may only be by case increments.***

8. **Prize Order Form and Recap sheet** is due online with your popcorn order. As you collect Scout's orders, be sure to confirm their prize. **ONLY ONE PRIZE PER BOY.**

9. Keep accurate records. You **MAY NOT** return popcorn. The Scouts should be able to deliver the popcorn within a few days after pickup **(*Saturday, November 16th.*)** Collect the money when popcorn is ordered. Schedule a "turn-in" party to collect money from Scouts.

10. Deadline for Take Order sales payment is Friday**, November 1, 2013.** All money must be received at the Scout Service Center. Units should keep their Commission on the front-end using the appropriate schedule.

All funds paid to Rio Grande Council must use one of the following forms of payment:

- **Local Unit Check**
- **Cashier Check or Money Order**
- **Cash**

**** NO CREDIT CARDS WILL BE ACCEPTED FOR POPCORN SALES *****

***** ALL PAYMENTS NEED TO BE MADE WITH ONE PAYMENT OPTION PER UNIT ******

***** NO PERSONAL CHECKS ARE TO BE RECEVIED WHEN PLACING THE UNIT ORDER *****

SAFETY TIPS

- ☺ Always wear your Class A Uniform.
- ☺ Always sell in pairs or with an adult and never sell after dark.
- ☺ Always act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- ☺ Always walk on the sidewalk and driveway, not through the yard. Watch for traffic.
- ☺ Remember to always have two pens with you and make sure you keep your take-order form as neat as possible.
- ☺ Not every house will buy, so do not become discouraged.
- ☺ The more people you ask—the more people will buy.
- ☺ Keep your customer list for next year's sale.
- ☺ Always say, "Thank you!"

INCREASE YOUR SALES – INVOLVE YOUR VOLUNTEER LEADERS, SCOUTS AND PARENTS:

Sales Tips

☺ Ask parents to consider popcorn as an employee Holiday gift or customer "Thank you" at their place of business. Make a corporate sale!
☺ Popcorn is a great gift for the Holidays, friends, relatives, mailman, etc.
☺ Have the unit committee set a unit popcorn sales goal with special unit incentives such as:

- Youth achieving goal earns double commissions
- Top three (3) sellers in unit earn special prizes
- Top seller in den/patrol awards
- Top den/patrol per capita receive a pizza/ice cream party

☺ Advertise popcorn sales in school, church and community publications.
☺ Photocopy or keep previous Take-Order forms so you can have Scouts call on past, satisfied customers.
☺ Be creative and watch your sales (and profits) rise….
☺ Make prospect list at the beginning of the sale to increase number of people asked to support your Scouting experience
☺ Be sure to go back to customers who purchased popcorn last year.

Account Settlement Tips

☺ As your Scouts collect payment; checks should be payable to BSA.
☺ **Close your account by Friday, November 1st with only one (1) check payable to Rio Grande Council, BSA. Money Order to Rio Grande Council, BSA, or Cash.**

☺ IMPORTANT! Make sure you turn in your prize order forms online no later than Friday, November 1st 2013 with your Take Order forms. No Extensions!

HOW TO MAKE MORE MONEY
TAKE A CASE TO WORK/CORPORATE SALES

All orders must me placed as cases so a great way to sell the excess is to take a Case to Work

Parents, you can help your Scout by taking an order form to work, or take a whole case of product to work and display them. They'll sell!

Corporate Sales

- Get local businesses involved with Scouting through your committee leaders, Scouts and parents.
- Promote popcorn as a great corporate gift for customers and suppliers – or encourage businesses to keep some popcorn on hand in the break room for employees and guests.
- Consider having a separate committee for corporate sales.
- Decisions are made between May and October for most corporations by the Human Resource Manager, Marketing Manager or Company Incentive Program Manager.
- On-site visits with samples and Scouts in uniforms will increase sales.
- Have Scouts wear their uniform to deliver product.
- Sell them on the product quality and 70% going back to Scouting.
- Although you might be aiming at the Holiday gift-giving programs, companies have reward and incentive programs all year long for safety awareness, good attendance, service anniversaries and business referrals.
- Focus on companies who give out a lot of Holiday gifts to all of their customers –banks, insurance agents, car dealers, doctors, dentists, cable companies, etc.

ORDERING/SHIPPING INFORMATION

Order Deadline: Deadline for all orders is **Friday, November 1st, 2013. No Exceptions!**

You may:

- Submit your product order online at **www.trails-end.com**
- Submit your prize orders at **www.boyscouts-gcc.com**
- Then hand deliver a printout of the Product order, Prize Order, and Payment to the Council Service Center.

Please do not phone in your order! *(Final orders will not be taken over the phone.)*

Remember, your "Unit Prize Order Form must accompany your popcorn order after being placed online. Please be sure all information is complete, and each Scout's order is included.

Popcorn Pickup: After your order is placed, you will receive a reminder related to product pickup ***(Saturday, November 16th)*** and confirmation of your location.

Questions on Pickup? *Call your District Executive or District Popcorn Kernel.*

Important: Order discrepancies at pickup locations must be reported to the Scout Service Center within 48 hours.

– ALL ORDERS MUST BE PLACED IN FULL CASES. -

POPCORN PICKUP LOCATION

Your unit will be notified of the pickup location (with detailed map). Each unit will be assigned a specific time to pick up due to limited loading dock space. Any questions should be directed to your District Executive.

Helpful Hint: Make sure your Scouts keep copies of their take order forms; the people that purchased this year can be their first prospects in 2014.

2013 Trails-End Popcorn Campaign

2013 POPCORN UNIT COMMITMENT SHEET

❑ YES! Our unit wants to participate in the Trail's End Popcorn Sale!

Unit Information:

Unit Type: Pack Troop Team Crew Post

(Please circle one)

Unit #:_____

District: _____

Of Active Scouts: _____ Our Units Sales Goal is: $_____

Unit Popcorn Kernel Information:

(Should be different than a primary Scout leader, they have enough to do)

Name:_____

Address:_____

City: _____ Zip: _____

Home Number: _____ Work Number: _____

E-Mail Address: _____

(We will not SPAM you or use your email address for anything not related to the Popcorn Sale)