

# Mobile Area Council



**2019**

# Popcorn Guide

# 2019 Sales Timeline

<b>July 22 6:30 pm</b>	Training for Unit Leaders & Popcorn Kernels (Required for 35% Commission): Bass Pro Shop, 20000 Bass Pro Drive, Spanish Fort, AL
<b>July 23 6:30 pm</b>	Training for Unit Leaders & Popcorn Kernels (Required for 35% Commission): Five Rivers-Blakeley Hall, 30945 Five Rivers Blvd., Spanish Fort, AL
<b>July 26</b>	District Kick Off - Deadline for Unit Commitment Forms and Show & Sell orders
<b>Aug-Oct</b>	Sell, Sell, Sell!
<b>August 9</b>	Units break out and pick up popcorn
<b>Aug 9-Nov 1</b>	Keep selling! You're doing great!
<b>November 1</b>	Popcorn and prize orders due <u>online</u>
<b>November 15</b>	Units help break out and pick up popcorn
<b>Nov 15 -Dec 2</b>	Take Order distribution. Prize orders released after all fees are paid to Council. Prizes will be shipped directly to the Unit Popcorn Kernel.
<b>December 2</b>	Popcorn business should be completed by this date. All payments to Council due. Units will receive an invoice with payments due when overall Council order is placed.
<b>December 3</b>	Commission drops to 25%
<b>December 10</b>	Commission drops to 15%



# UNIT POPCORN KERNEL JOB DESCRIPTION

By accepting the invitation to become your unit's Popcorn Kernel, you are ensuring the sale is a success. Your primary responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents, and Scouts, and host a dynamic kick off. Training and documents that will help you prepare for a successful sale will be distributed at the Unit Training Meetings, your August Roundtable, and are available on the council website ([www.bsamac.org](http://www.bsamac.org)).

1. Promote the 35% commission plan and attend one of the July training meetings for the District Kernels and unit leaders.
2. Assist in setting up a sales plan for your unit that includes the 3 methods of selling popcorn: Take Order, Show and Sell, Online.
3. **August** - Attend the District Popcorn Kick-Off meeting at the District Roundtable August 1
  - ✓ Organize and conduct a successful Unit Popcorn Kick Off
  - ✓ Communicate purpose for the sale and timeline to your Scouts and parents.
  - ✓ Assist in setting unit and per-scout goals based on your activities calendar.
  - ✓ Distribute sales materials to all Scouts and families.
  - ✓ Set up Show & Sell locations and dates.
  - ✓ Assist in distributing popcorn for Show and Sells.
4. **September/October** - Follow-up
  - ✓ Inspect, coach, and praise your Scouts.
5. **November** – Ensure all online popcorn and online prize orders are complete
  - ✓ Complete and turn in all required reports by November 1.
  - ✓ Distribute Take Order popcorn and collect money from parents.
  - ✓ All payments due council (*total sales - unit commission = payment due council*) must be submitted by or before December 2.

**\*\*Prizes will not be released for delivery until ALL payments are received.**

Prizes will be shipped directly to the Unit Popcorn Kernel.

Deliver prizes upon receipt in timely manner. Don't wait!



# Online Walk-through

**Show-N-Sell:** Unit sells popcorn outside of stores with significant foot traffic. A great resource for Show-N-Sell training is <https://www.trails-end.com/show-and-sell>

Your Show-N-Sell order must be completed in Trail's End *by or before July 26*. The popcorn will be ready to be picked up on August 9. Show-N-Sells should be scheduled between August 9<sup>th</sup> through November 1<sup>st</sup>.

**Take Order:** Scouts travel to neighborhoods with paper order form or Scout app and sell popcorn door to door. Take Orders should be submitted first, then prize orders immediately after. In addition to the online prize orders, complete the Unit to Council Popcorn Sales Recognitions Report found in this guide. All must be submitted *by or before November 1<sup>st</sup>*.

**Online Sale:** Great for family members and friends who live outside the Scout's area to support Scouting.

## **Unit Prize Orders**

Prize orders will be placed online by the Unit's Popcorn Kernel/Chair *by or before November 1<sup>st</sup>*.

Popcorn Kernel/Chair log in to their unit's homepage, select Order Prizes (next to the Order Popcorn)

They will be directed to the ordering site. The total quantity of each prize item for the unit is listed. Prizes will be mailed to the Popcorn Kernel/Chair's home for distribution to the Scouts.

Prize order will be approved by Council when final popcorn payment is made by the unit. *Deadline for payment is Monday, December 2<sup>nd</sup>*

If you need assistance in completing your popcorn or prize order, online help is available at: [help@trails-end.com](mailto:help@trails-end.com). You may also contact Bernadette Toler at the Council Service Center at 251-476-4600, or email [Bernadette.Toler@scouting.org](mailto:Bernadette.Toler@scouting.org)



# TIPS FOR A GREAT POPCORN SALE

- Set up a booth at your local football game. (Have samples out for public to taste)
- Sell popcorn at a retirement community.
- Set up a booth after church. Ask the minister to announce your popcorn sale from the pulpit.
- Have parents sell at work. Ask teachers, coaches, other activity leaders.
- Sell at a community event. Get permission first.
- Consider popcorn as an employee or customer thank you gift at places of business.
- Suggest popcorn as a gift idea at holidays for friends, relatives, teachers, and more.

## Sell 30 Popcorn Items in One Week

<i>Day</i>	<i>Daily Activity Plan</i>	<i># Items</i>
Monday	Sell to Mom and Dad (a given)	1
Tuesday	Sell to neighbors on both sides of your house and the two neighbors across the street.	4
Wednesday	Ask if Mom can take you in uniform or take orders for you at her lunch room at work, club, etc.	6
Thursday	Ask if Dad can take you in uniform or take orders for you at his lunch room at work, club, etc.	6
Friday	Call both of your Grandparents and your favorite Aunts & Uncles	6
Saturday	Participate in the Pack Show & Sell and: have Mom or Dad take you to the homes of family and friends in other neighborhoods.	7
<b>TOTAL CONTAINERS</b>		<b>30</b>

This plan works successfully for the individual and for the whole unit to quickly reach sales goal. Often it results in more than 30 containers, as customers may buy more than one container.



# 2019 Council Popcorn Prizes

In addition to the prizes offered by Trail's End, the Mobile Area Council is offering

## Weekly Drawings

*When a Scout sells popcorn worth...*

- \$100 by September 6 to be entered for a \$25 Scout Shop Gift Card
- \$200 by September 13 to be entered for a \$50 Amazon Gift Card
- \$300 by September 20 to be entered for a \$75 Scout Shop Gift Card
- \$400 by September 27 to be entered for a \$100 Amazon Gift Card
- \$500 by October 1 to be entered for a \$125 Scout Gift Card
- \$600 by October 8 to be entered for a \$150 Amazon Gift Card
- \$700 by October 15 to be entered for a \$175 Scout Shop Gift Card
- \$1,000 by October 26 to be entered for a \$200 Amazon Gift Card



*To be placed in the drawing fax, drop off, mail or email a copy of your actual order form before 12:00 Noon on the date of the drawing.*

Fax: 251-650-0298

Email: bertoler@scouting.com

**DO NOT RESUBMIT** forms already turned in unless the Scout has additional sales that qualify them for a higher level. Council will automatically move forms to qualifying levels. Make sure you have your name and phone number on the submitted form.

### \$700 Club

Scouts who sell \$700 or more\* will receive a \$50 amazon gift card.



### District's Top Selling Scout

Each District's Top Selling Scout\* will receive an Apple iPad (must have at least \$1,500 in sales to qualify.)



### Kernel's Klub

Sell \$1,400 or more \* and the Scout *and one parent* will each receive one ticket to Waterville USA in Gulf Shores, Alabama. For each additional \$750 sold, the Scout will receive one additional ticket!

Leaders must complete the Kernel's Klub form and submit it to the council by November 1, 2019.



\*Take Order + Show & Sell + Online Sales

**Trail's End Scholarship Program** – Scouts who sell at least \$2,500 (online + Show & Sell + Take Order) within the 2019 calendar year will receive 6% of their total sales invested in their own college scholarship account. That's \$0.06 of every dollar you sell, and you only have to hit \$2,500 minimum one time. Once you are enrolled, 6% of your sales each year will be added to your account. Online sales count! Parents complete the scholarship form and submit it to the council and Trail's End. You must submit the completed form not only to enroll for the first time, but also to report your subsequent yearly sales.

# 2019 Show & Sell Worksheet

*You may only order full cases online*

This worksheet is for your use to for your Show & Sell order, to be placed online by or before July 26.

Retail Container/Case	Item	Cases to order
\$30	Cheese Lover's Collection Box (1 per case)	
\$25 / \$150	18 Pack Kettle Corn Microwave Box (6 per case)	
\$25 / \$300	Salted Caramel Corn Bag (12 per case)	
\$20 / \$120	18 Pack Microwave Unbelievable Butter Box (6 per case)	
\$20 / \$240	Premium Caramel Corn with Nuts Bag (12 per case)	
\$20 / \$160	White Cheddar Cheese Bag (8 per case)	
\$10 / \$120	Classic Caramel Corn Bag (12 per case)	
	Total	

*Your Show & Sell order must be placed online by or before July 26.*



# Unit to Council 2019 Popcorn Sales Recognitions Report

This form **MUST** be received by mail or fax at the Scout Office or turned in by or before **November 1, 2019** to be eligible for prizes. Fax: 251-650-0298, email [bertoler@scouting.org](mailto:bertoler@scouting.org)

Unit (Pack / Troop / Crew) (circle one) # \_\_\_\_\_

The following Scouts have sold at least \$1,400 of popcorn and qualify for the Kernel's Klub Waterville USA tickets: (Please list all Scouts that qualify)

Scout Name / \$ amt sold	Scout Name/\$ amt sold	Scout Name/\$ amt sold

\*For every additional \$750 in sales, the Scout will receive one (1) additional Waterville USA ticket.

\*\*\*\*\*

The following Scouts have sold at least \$1,500 of popcorn

Scout Name	\$ amt sold	Scout Name	\$ amt sold

\*\*\*\*\*

The following Scouts are the Top Salesmen for our unit: (list is compiled for Top Council Salesman)

Scout's Name: \_\_\_\_\_ Total Sales (Show & Sell + Take Order + Online): \$ \_\_\_\_\_  
 Scout's Name: \_\_\_\_\_ Total Sales (Show & Sell + Take Order + Online): \$ \_\_\_\_\_  
 Scout's Name: \_\_\_\_\_ Total Sales (Show & Sell + Take Order + Online): \$ \_\_\_\_\_

\*\*\*\*\*

**\$700 Club** (Show & Sell + Take Order + Online = over \$700) Qualify for \$50 amazon gift card \$50

Scout Name	\$ amt sold	Scout Name	\$ amt sold

\_\_\_\_\_  
(Unit Leader Signature)

\_\_\_\_\_  
(Date)







## Extra 5% AGREEMENT

Deadline—Please mail/fax this form by or before *July 26, 2019*

By committing to complete the following task, you may earn an additional 5% commission on ALL unit popcorn sales. (Standard Commission rate is 30%)

To be eligible for 35% commission your unit **MUST**:

1. Complete and return the 2019 Popcorn Commitment Form by or before July 26, 2019
2. Attend one of the Council Popcorn Trainings:  
  
July 22, 6:30 p.m. @ Bass Pro Shop, 20000 Bass Pro Drive, Spanish Fort, Alabama  
July 23, 6:30 p.m. @ Five Rivers – Blakely Hall, 30945 Five Rivers Blvd., Spanish Fort, Alabama
3. Popcorn and Prize Orders must be completed online by or before November 1.
4. Sell \$1 more than your last year's sales.
5. Popcorn balance must be paid in full by or before December 2<sup>nd</sup>.

Don't Forget:

Pick up your popcorn order at your assigned district distribution sites on the dates below:

Show & Sell – August 9, 2019

Take Order – November 15, 2019

Submit payment due (gross receipts – unit commission = due council) to the Council no later than:

December 7, 2019. Invoices will also be mailed after the November 16, 2019 pick-up.

Type: Pack Troop Crew Post      Unit: \_\_\_\_\_      District: \_\_\_\_\_

Unit Leader: \_\_\_\_\_      Date: \_\_\_\_\_

Email Address: \_\_\_\_\_



## 2019 Council Popcorn Sales Unit Commitment Form

Type: Pack Troop Crew Post      Unit: \_\_\_\_\_      District: \_\_\_\_\_

**Popcorn Kernel/Chair:** (This is the person responsible for entering product orders and prizes online.)

Name: \_\_\_\_\_ Unit Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

2<sup>nd</sup> Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Sales Plan** (Please select all that apply):

Yes, our unit plans on selling **Show and Sell** this year.

Yes, our unit plans on selling **Take Orders** this year.

Yes, our unit plans on selling **Online** this year.

**Return by July 26 to:**  
Mobile Area Council  
2587 Government Blvd.  
Mobile, Al 36606  
Phone: 251-476-4600  
Fax: 251-650-0298  
[www.bsamac.org](http://www.bsamac.org)