

2011 Popcorn Sale Council Guidebook Simon Kenton Council



2011 POPCORN CALENDAR

SEPTEMBER 2011

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|-----------------------|---|-----------|----------|--|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 Labor Day | 6 | 7 | 8 | 9 Show & deliver unit orders due | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 Product delivered to council | 21 | 22 | 23 | 24 Show & deliver pickup, sale starts |
| 25 | 26 | 27 | 28 | 29 | 30 | |

OCTOBER 2011

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|---------------------------|
| | | | | | | 1 Exchange Day |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 Exchange Day |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 Exchange Day |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 Exchange Day |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 Exchange Day |
| 30 | 31 | | | | | |

September:: **9** Show & Deliver orders due
24- Show & Deliver pick-up
24- Sale Starts

October **1, 8, 15, 22, 29** (Saturdays) exchange days

NOVEMBER 2011

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---|-----------------------------|----------------------------|--------|--|
| | | 1 | 2 | 3 | 4 | 5 Exchange Day |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 Show & deliver return, Show & deliver payment due |
| 13 | 14 | 15 | 16 Take order due | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 Thanks-giving | 25 | 26 |
| 27 | 28 | 29 Product delivered to council | 30 | | | |

DECEMBER 2011

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|---------------------------------|-----------|----------|--------|--------------------------------|
| | | | | 1 | 2 | 3 Take order pick up |
| 4 | 5 Last day to submit prize orders | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 Final payment Due | 20 Late fees assessed | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

November: **5**-exchange day; **12** Show & Deliver return
12 Show & Deliver payment due
16 Last day to submit Take Order-by4:00pm

December: **1,2,3** Take Order pickup (per district)
5 Last day to submit prize orders
19 Final payment due

Ordering Product

1. Contact SKC, your District Executive or your District Popcorn Kernel to create an account for you in the popcorn system.
2. Log in at <http://scouting.trails-end.com/TESales/> and click on “**orders**” at the top of the screen.
3. Choose which order you are placing, the Show and Sell (September) or the Take Order (end of sale).
4. Order by **cases** how much product you need. The small caramel corn will come 12 bags to a case. The \$18 and \$25 **bags** will come 8 to a case and the **microwave products** will come 6 to a case. The larger items come 1 packet to a case. For the Take Order, you can order by individual bags and not only by full cases.
5. Use last year as a benchmark for planning your Show and Sell. You can see what you sold all of last year by clicking on “**Reports**” at the top of the screen and then by choosing “**Unit Invoice.**” Change the sales cycle to Fall 2010 and view last year’s invoice.

More answers can be found at the Simon Kenton Council’s Popcorn Frequently Asked Questions at <http://www.skcbasa.org/popcorn.php>.

Payment Schedule

Payment for Show and Sell product that has been sold and delivered to the customer is due by the Show and Sell return day, November 12. At that time, we will have your current invoice. We will deduct from that invoice everything you have returned and whatever has not been returned and has been sold must be paid for. We are only expecting you to pay for the product that you have collected money for to this point.

Final payment, including Take Order sales is due by December 19.

Payment should be made in the form of one check from your unit’s bank account and made out to **Simon Kenton Council**.

Your unit will earn 32% commission

How Do We Sell More This Year?

The popcorn sale provides much needed funding to your unit program. If you were able to grow your sale, imagine what you could do with extra funds in the unit account! When planning your sale for 2011, you should start by asking your unit committee a few questions to find out where your sales plan can improve:

- #1. Are we doing enough to motivate our Scouts?
- #2. Are we doing enough to motivate our families?
- #3. Can we improve on how we carry out the sale?

Here are a few suggestions:

- #1. Are we doing enough to motivate our Scouts?

-Obviously, the Scouts are our sales force. If they are excited, they are likely to set goals for themselves and likely to achieve those goals. The incentives for the sale are meant to excite the Scouts. This year the Trails End prize program is focused on a few prizes, many gift cards to Wal Mart and Amazon.com, the Zyclone and the scholarship program. The council is providing additional incentives via Coco Key tickets and Dave and Buster's incentives.

It is advised that you also create some type of unit level incentive to further entice your Scouts. You know your Scouts best and you know what would excite them the most. Things like a pie in the face, a den pizza party, a free outing or a bike purchased for the highest seller can go a long way to motivate your boys. Rewarding sellers on a weekly/bi-weekly basis for hitting certain sales levels can also help.

No matter what you do to add to the incentive plan, make sure your Scouts know everything that is offered and that the incentives are kept in front of them for the duration of the sale. The popcorn sale lasts nearly two months so it is important to remind them about what got them excited to sell in the first place. Use the sales tracking posters to track sales and keep motivated Scouts focused on their goals.

#2. Are we doing enough to motivate our families?

-A motivated parent will certainly help to push their son toward their sales goals. What motivates parents to get excited about popcorn sales? First, if their son is driven toward a goal, most parents will work to support their son. But we can also help parents to see the benefits of the popcorn sale by showing them the financial impact the sale has to your unit budget. Share with your parents your annual program plan and the budget that comes with it and then let them know that the difference between paying \$250 a year and paying \$75 a year is the money raised by the popcorn sale. If your troop needs a new trailer or camping equipment, make sure everyone knows how the popcorn sale will help to make these wish lists a reality.

The popcorn sale can be a great way to help pay for trips to Philmont, Sea Base or any other destination events. Set your unit goals now and share with everyone what is needed to accomplish the goal.

Selling popcorn also has several personal development components to it. Teaching Scouts the importance of goal setting, paying your own way and communication development can be very appealing to parents. Saying "thank you," maintaining eye contact and building self confidence are very important to a young man's development and most parents would appreciate the chance to improve these skills.

#3. Can we improve on how we carry out the sale?

-Did you attend the district kickoff?

Are you holding a high energy, exciting unit kickoff?

Do you have a unit goal that reflects a budget for a great program year?

Will your Scouts leave the kickoff motivated?

Does every boy know what they need to sell to hit their goals?

Do you have Blitz Days planned to cover your neighborhood?

Do you communicate to Scouts and parents about popcorn throughout the sale?

Do you recognize successes during the sale?

Does your unit feel like it is one team working toward one goal?

If you answered "no" to any of these questions, then that is a good place to start working to improve your sale. Please contact your District Executive, District Kernel or Sean Gallagher to discuss opportunities to improve your sale.

Popcorn Prizes

Along with the gift cards and 32% commission, the Simon Kenton Council has some additional prizes for your Scouts.

Fill a form:

When you fill up your form, you will be eligible to receive one free ticket to coco key water park and have the ability to purchase additional tickets at a discount for family members.

Sell \$100 in Military Orders:

New this year! When Scouts sell \$100 worth of Military orders, they will earn a special commemorative patch.

Sell \$1,000:

When a Scout hits the \$1,000 mark, he will be able to attend one of the upcoming Dave and Buster's activity days. The activity days will be set for a Saturday morning in December and January where \$1,000 sellers will have free access to play all video games at the Hilliard D&B's from 8:00 am – 10:45 am. December 3rd & January TBA.

Sell \$1,500:

Any Scout who sells \$1,500 or more will receive an additional \$50 gift card from Trails End toward Wal-Mart or Amazon.com. This card can be ordered with the unit's prize order.

Sell \$2,500:

Any Scout who sells \$2,500 or more will be eligible to enroll in the Trails End scholarship account program where 6% of all sales will be contributed toward a scholarship account. Once a Scout qualifies, 6% of all sales in the future will also count toward the scholarship fund.

Warehouse Information

The main warehouse has moved locations this year.

The new address is:

2302 Wright Brothers Avenue

Columbus, OH 43217

(on the South side of Columbus)

The warehouse is again provided by **Prologis** –directions and map are posted on our website at www.skcbbsa.org/popcorn.

Please be cautious when considering bringing young children to the warehouse as cars will be passing through.

This warehouse will hold popcorn for the following districts:

Arrowhead, Delaware, Darby Creek, Buckeye, Capital, Tri Creek and Ohio Valley.

Lancaster/Chief Tarhe Warehouse: North End Press,
236 S. Columbus St, Lancaster, OH

Licking Warehouse: Windstream, 776 Hopewell, Heath, OH

Chief Logan Warehouse: Pegasus Industries, 104 South McArthur St,
Chillicothe, OH

Tecumseh/Portsmouth Warehouse: JNH Construction, 829 10th
Street, Portsmouth

ADDITIONAL QUESTIONS? CHECK OUT THE
FREQUENTLY ASKED QUESTIONS PORTION OF THE
SIMON KENTON POPCORN WEBSITE AT

WWW.SKCBBSA.ORG/POPCORN

2011 Unit Popcorn Questionnaire

1. In planning your sale do you set a sales goal based on your unit's budget needs?

2. Do you determine per Scout sales levels based on what your unit's budget needs are?

3. Does your unit have good representation at the District Popcorn Kickoffs?

4. Does your unit hold a popcorn kickoff? Is it separate from the first pack meeting? What challenges have you had with holding a very successful kickoff?

5. Do you feel your Scouts left the kickoff excited? _____

6. Do you spend time at the kickoff training the Scouts on what to say, how to dress and how to be successful while selling popcorn?

7. Do you provide a handout to your parents at the kickoff that explains the financial impact of the popcorn sale toward their unit dues as well as toward your overall unit program and costs?

8. Do you incorporate Scout Accounts or provide other ways for Scouts to earn more money toward their program by selling more?

9. Does your unit set neighborhood selling blitz days?

10. Do you incorporate all methods of selling; door to door, storefront and online sales?

11. What is your communication to your Scouts and families like during the sale? Do you email, present at Scout meetings, provide recognition at meetings or do anything else to communicate about popcorn once the sale has started?

12. Do you incorporate your own unit level incentives to encourage participation? Pie in the face, highest den selling competition, free outings, top selling overall prize?

13. Do all of your Scouts actively participate in the sale?

14. What other challenges have you faced with the popcorn sale and what other tools could be provided to make you more successful?
