

2014 Popcorn Sales Guide

Colonial Virginia Council



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Why sell popcorn?



The 2014 popcorn sale is a great way to support your scout's experience by allowing a Scout's family to earn funds for your Cub Scout Pack or Boy Scout Troop. In 2013, **\$160,975.10** went into Scout unit accounts! The popcorn sale also supports the overall operations of your local scouting programs. This allows Bayport Scout Reservation to be maintained, roundtables to be conducted, insurance coverage to be provided, new units to be started, new leaders to be trained and new members to be recruited. We also provided nearly **\$25,000** in prizes to scouts for the 2013 sale. If that isn't enough, again in 2014 we will have options for consumers to provide donations of popcorn to our military men and women serving our country overseas. We have developed a partnership with Trail's End to ensure that all purchases through the Military Popcorn Program from our council sale will go to deployed units from Joint Base Langley-Eustis and Naval Station Norfolk. Through 2012 & 2013, **\$16,780** in valued popcorn was received by our military through the popcorn sale. Popcorn is a win-win situation for everyone involved; your Pack or Troop, your local scouting program, the consumers, our service men and women, and most importantly, the Scouts themselves.



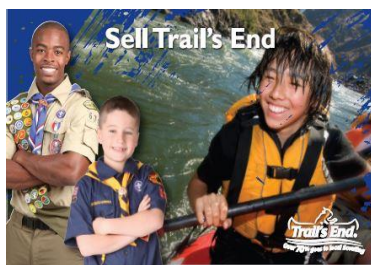


What's new for 2014

- Options for taking credit card payments
- New product mix including **Buffalo Cheddar & Chocolatey Caramel Crunch!!**



- Local military units supported by the Military Donation option
- ***Visa Gift Cards to be used ANYWHERE!!!***





2014 Sales Timeline

July 22 nd	6:30pm South of the James Oakland Christian Church
July 24 th	6:30pm Peninsula Kickoff Hidendwood Presbyterian Church 414 Hiden Blvd Newport News, VA
August 4 th	Initial Orders due
August 13 th	1:00pm-4:00pm Colonial Trail/Siouan Rivers Pick Up 230 Picketts Line Newport News, VA 23603
August 14 th	1:00pm-4:00pm Chesapeake Bay/Heritage Pick Up 230 Picketts Line Newport News, VA 23603
August 15 th	1:00pm-4:00pm First Colony/ James River Pick Up 230 Picketts Line Newport News, VA 23603
August 28 th	1:00pm-4:00pm Popcorn Distribution Day ALL DISTRICTS 230 Picketts Line Newport News, VA 23603
September 22 nd	Chocolate Orders Due (additional popcorn can be ordered)
October 2 nd	1:00pm-4:00pm Chocolate Distribution Day Colonial Trail/ Siouan Rivers/First Colony 230 Picketts Line Newport News, VA 23603
October 3 rd	1:00pm-4:00pm Chocolate Distribution Day Chesapeake Bay/ Heritage/James River 230 Picketts Line Newport News, VA 23603
October 16 th	1:00pm-4:00pm Popcorn Distribution Day ALL DISTRICTS 230 Picketts Line Newport News, VA 23603
November 4 th	Final Orders Due
November 12 th	1:00pm-4:00pm Popcorn Final Distribution Colonial Trail/Siouan Rivers/First Colony 230 Picketts Line Newport News, VA 23603
November 13 th	1:00pm-4:00pm Popcorn Final Distribution Chesapeake Bay/Heritage/James River 230 Picketts Line Newport News, VA 23603
December 2 nd	Final Payment Due Scout Rewards Due Scholarship Applications due to richard.johnson@scouting.org



2014 Product Line Up

11 oz. Caramel Corn	1:12 case/product	\$10
6 oz. Bacon Ranch	1:6 case/product	\$15
6 oz. Buffalo Cheddar Cheese Corn	1:6 case/product	\$15
6 oz. White Cheddar Cheese Corn	1:6 case/product	\$15
18 oz. Caramel Corn with Almonds and Pecans	1:12 case/product	\$20
9 oz. Dark & White Chocolatey Drizzle	1:12 case/product	\$20
18 pack Butter Light	1:6 case/product	\$18
18 pack Unbelievable Butter	1:6 case/product	\$18
18 pack Kettle Corn	1:6 case/product	\$22
20 oz. White Chocolatey Pretzels	1:12 case/product	\$25
18 oz. Chocolatey Caramel Crunch	1:12 case/product	\$25

Cheese Lover's Collection		\$36
(6oz. Cheddar Cheese Corn, 6oz. White Cheddar Cheese Corn, 6oz Buffalo Cheddar Cheese Corn)	1:1 case/product	

Sweet and Savory Collection		\$40
(9 oz. Dark & White Chocolatey Drizzle, 6 oz. Kettle Corn and 6 oz. White Cheddar Cheese Corn)	1:1 case/product	

Chocolate Lover's Collection		\$55
(17oz White Chocolatey Pretzels, 17oz Milk Chocolatey Pretzels, 14oz White Chocolatey Caramel Crunch, 14oz Chocolatey Caramel Crunch)	1:1 case/product	

\$30 Military Popcorn Program		\$30
\$50 Military Popcorn Program		\$50

Some Notes about the products

Dark & White Chocolatey Drizzle, White Chocolatey Pretzels, Chocolatey Caramel Crunch, Sweet Savory Collection and Chocolate Lover's Collection all have chocolate in them and will not be shipped by Trail's End until after October 1, 2014 to prevent melting in transit.

The Military Popcorn Program will, to the best of Trail's Ends ability, provide product to service men and women who are deployed overseas but are based at Joint Base Langley-Eustis and Naval Station Norfolk.

Products are guaranteed by Trail's End. If a customer has a concern about the quality of the product, they may contact Trail's End directly. The phone number is on the packaging of each product.



Sale Methods and Techniques

Show and Sell

This sales technique involves setting up a product display in high traffic areas. The scouts then ask those who pass through the area if they would like to purchase popcorn. They take the payment and provide the product on the spot.

Packs and Troops are responsible for setting up their own Show and Sell dates with their desired location with the exception of Farm Fresh, Wawa Stores and Patrick Henry Mall.

Farm Fresh Dates: Weekend of September 19th- 21st & October 3rd-5th

Patrick Henry Mall: Every weekend August 16th –October 25th
Saturdays 11:00am-3:00pm & 4:00pm-7:00pm
Sundays 2:00pm-6:00pm

Wawa Stores: Saturday September 6, 2014 10:00am-2:00pm
Sunday September 7, 2014 10:00am-2:00pm

Bass Pro Shop: Pack/Troop sales will be divided into 3 hour blocks: 10:00am-7:00pm on the following Saturdays:

August 16th
September 6th
October 4th

On Sundays the last shift will only be 2 hours: 10:00am-6:00pm

August 17th
September 7th
October 5th

To sale at Wawa, Patrick Henry Mall or Farm Fresh please contact Richard Johnson at Richard.johnson@scouting.org to reserve a time. To schedule Bass Pro Sales please contact Jessica Czap at Bass Pro at 757-262-5200. Sale times will be reserved on a first come first served basis. Any unit that reserves a time and then does not show will lose the ability to reserve time slots for the future. Many businesses will allow you to set up and sell if they are asked. Use your imagination and connections to set up locations for show and sells.

Take Orders

This sales technique involves taking the “Take Order Form” to family members, neighbors, church and other locations and asking those in attendance to place an order for popcorn. Money should be collected when the order is placed and the “Take Order Form” is filled out as completely as possible. The unit then places the order to be picked up at the warehouse. Once picked up, the scout then delivers the product to the person who placed the order. “Take Order Forms” from previous years are great places to start when taking orders for 2014.

Show and Deliver

This sales technique is a combination of the Show and Sell and Take Order methods. The scout takes the persons order and then provides the person their product immediately.

Online Sales

This sales technique utilizes e-mail, social media and websites to sale popcorn to those that are not local. A scout, along with his family, sets up an account at www.trails-end.com. Your scout can then send customized emails through www.trails-end.com to family and friends throughout country to encourage sales to support your scout. They can then place their orders through the Trail’s End website, search the scout’s name and he gets credit for the sale. The product is shipped directly to the customer and does not have to be touched by the scout or unit. Successful units incorporate a combination of all of these techniques into their popcorn plan.

Mobile App Sales

Set up online scout account at www.trails-end.com and follow instructions for mobile sells.

Warehouses and Distribution

Peninsula:

230 Pickett’s Line Newport News, VA 23603

South of the James:

230 Pickett’s Line Newport News, VA 23603

Please contact your District Executive to schedule any possible popcorn pick ups outside of scheduled pick up days.

First Colony & Chesapeake Bay District.....	Jim Ewan-757-725-1917
Colonial Trail & Siouan River Districts.....	Zachary Oman-757-439-2829
James River District.....	Will Bridges-804-694-6297
Heritage District.....	Richard L. Johnson-919-491-0929

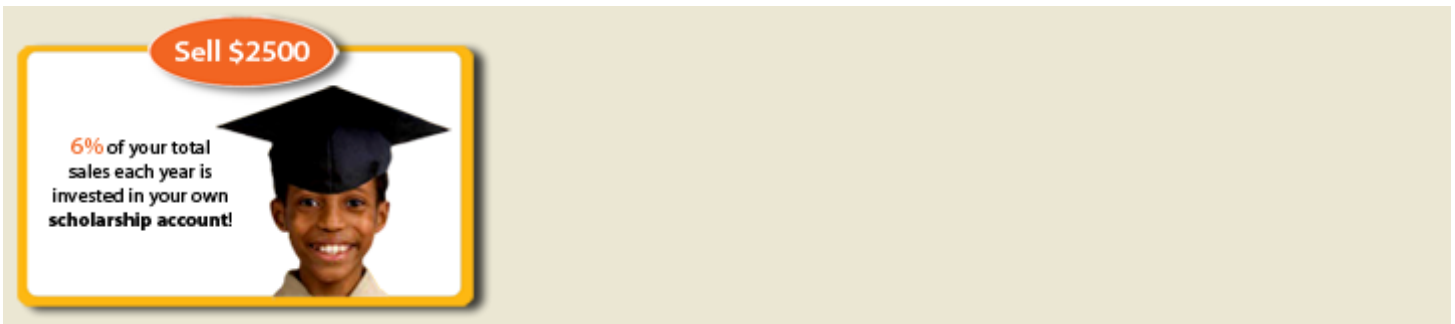
Rewards

<u>Reward</u>	<u>Sales Needed</u>
2014 Popcorn Sales Patch	1 item
\$6 Gift Card-----	\$200-\$299
\$10 Gift Card-----	\$300-\$399
\$15 Gift Card-----	\$400-\$499
\$20 Gift Card-----	\$500-\$699
\$30 Gift Card-----	\$700-\$899
\$40 Gift Card-----	\$900-\$1,099
\$53 Gift Card-----	\$1,100-\$1,399
\$75 Gift Card-----	\$1,400-\$1,699
\$100 Gift Card-----	\$1,700-\$1,999
\$119 Gift Card-----	\$2,000-\$2,399
\$143 Gift Card-----	\$2,400-\$2,799
\$181 Gift Card-----	\$2,800-\$3,199
\$207 Gift Card-----	\$3,200-\$3,699
\$239 Gift Card-----	\$3,700-\$4,199
\$272 Gift Card-----	\$4,200 & UP



Bonus Rewards

These prizes will be awarded in addition to the prize earned above.



- A scout who achieves \$2,500 in total sales during a sale season will be enrolled in the Trail's End Scholarship program in which 6% of your total sales each year will be invested into the Scout's own scholarship account throughout the entirety of their scouting career.

Example: Tiger sells \$2,500...6% entered to establish account. 6% of yearly sales until the age of 18 is deposited in scout's account managed by Trails End. Please visit www.trails-end.com reward's section for detail.

Note: Gift card rewards are determined by final total sales from August 1- October 31. Gift card level is determined by final sales and are **NOT** cumulative.

- Example: Scout sales total (including online) equals \$2,000. Scout earns \$1,800 prize level and choice of local award



\$1,300 Level- Captain Exeperience!!!
Scouts MUST SELL \$1,300 PRIOR TO OCTOBER 15TH

November 1st 7:00pm
LaGrange vs CNU!!

Any scout that sells over \$1,300 will be special guest of the CNU football team and receive the following: Voucher for Scout & 1 Parent Admission!

Participate in the Run Out Tunnel!

Meet Players & Coach Matt Kelchner!

Gametime Recognition!

Scouts name must be submitted to william.bridges@scouting.org by 5:00pm on October 15, 2014.



Payments and Commissions

Commission Structure

Base Commission for the 2014 Popcorn Sale will be **26%**

2% additional commission for all units who attend a popcorn kickoff

1% additional commission for sales ranging from \$2,500-\$4,999

2% additional commission for sales ranging from \$5,000-\$9,999

2% additional commission for sales ranging from \$10,000-\$14,999

2% additional commission for sales over \$15,000

Example: Assuming Pack/Troop achieves 35%

\$5,000= \$1,750	to your Pack/Troop
\$10,000=\$3,500	to your Pack/Troop
\$15,000=\$5,250	to your Pack/Troop
\$30,000=\$10,500	to your Pack/Troop

Payments

Payments for popcorn will be accepted throughout the entire sale. Units must deposit checks and into their unit's bank account and then write checks payable to the **Colonial Virginia Council** when they make their payments. **(checks written to Packs & Troops cannot be accepted)**

New for 2014!!!! Payment & Commission Structure

-Packs & Troops will pay the net invoice amount of their popcorn and keep all commissions throughout the sale. Amounts owed are accessible through www-trails-end.com

Final payments are due in full by **Tuesday December 2, 2014.**

Payments made after December 5, 2014 will be reduced by 5%.

Payments made after December 15, 2014 will be reduced by 10%

Example: \$15,000 in sales @ 35%	Pack/Troop pays:	\$9,750 on December 2, 2014
	Pack/Troop pays:	\$10,500 on December 8, 2014
	Pack/Troop pays:	\$11,250 on December 15, 2014

NO PRODUCT RETURNS WILL BE ACCEPTED!!!

For your convenience, a "Payment Tracking Form" has been included in this packet. This form is for Scout Shop Use when making payments throughout the sale.

Kickoffs

To receive credit for attending the popcorn kickoff, the person in attendance from the unit must sign in on the "Sign In Sheet". To allow for the most opportunity to attend a kickoff and get properly trained, a unit may attend a kickoff in a district other than their own, however, we recommend they attend their own district kickoff if possible.

Accepting Credit Card Payments from Customers

Included in this packet are the 4 vendors that Trail's End recommends. The research has shown that units that accept credit cards are able to have more sales without any extra effort. The Colonial Virginia Council does not endorse or recommend any vendor over the other. The credit card payments must be set up to go to Pack or Troop's bank account.

gopayment.com

- sign up
- download free app
- plug reader into phone
- 2.7% + \$0.15 per transaction

innerfence.com

- easy, one-time set up
- email PDF receipts
- optional card reader
- tiered pricing starting at 3.79% + \$0.24 per transaction + \$25 monthly fee



CREDIT CARD PAYMENTS

- Swipe credit cards with your phone
- Increase revenue
- Overcome "no cash" objections

Four easy solutions allow any unit to accept credit cards!

- gopayment.com
- innerfence.com
- squareup.com
- singleclickcheckout.com

squareup.com

- free app
- daily deposit to bank account
- free card reader
- 2.75% transaction fee

singleclickcheckout.com

- sponsored by citibank
- no hardware; mobile web checkout
- tiered pricing starting at 2.48% + \$0.48 per transaction + \$14.95 monthly fee



Pricing as of April 6, 2011. Check websites for latest pricing.
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Tips for selling more popcorn

- Use a combination of online sales, Show-n-Sell, Show-n-Deliver and Take Orders to maximize sales opportunities.
- Set up a system to be able to accept credit card payments.
- Encourage Scouts to sell popcorn by creating and managing “Scout Accounts” within your unit.
- Offer incentives within your unit to create competition between patrols or dens or Scouts.
- Wear your uniform.
- Smile.
- Tell customers why you are selling popcorn.
- Know the products.
- Say “Thank You” even if the customer does not make a purchase.
- Promote popcorn at every opportunity both within the unit and outside of the unit.

Safety is of the utmost importance!

ALWAYS sell with another Scout or with an adult.

NEVER enter anyone’s home.

NEVER sell after dark unless you’re with an adult.

DON’T carry large amounts of cash.

ALWAYS walk on the sidewalk and driveway.

Index of Forms Included

Unit Popcorn Prize Form (for your use, not to be turned back in)

Unit Prize Summary

Local Rewards Eligibility Form (Must be turned in by December 2nd)

Payment Tracking Form (for your use, not to be turned back in)





Popcorn Kernel: _____

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Unit Prize Summary (due December 2, 2014)

Unit: _____ Unit Kernel: _____

	One Item	Number Needed
Popcorn Patch		
Level 1	\$200	
\$6 Visa Gift Card		
Level 2	\$300	
\$10 Visa Gift Card		
Level 3	\$400	
\$15 Visa Gift Card		
Level 4	\$500	
\$20 Visa Gift Card		
Level 5	\$700	
\$30 Visa Gift Card		
Level 6	\$900	
\$40 Visa Gift Card		
Level 7	\$1,100	
\$53 Visa Gift Card		
Level 8	\$1,400	
\$75 Visa Gift Card		
Level 9	\$1,700	
\$100 Visa Gift Card		
Level 10	\$2,000	
\$119 Visa Gift Card		
Level 11	\$2,400	
\$143 Visa Gift Card		
Level 12	\$2,800	
\$181 Visa Gift Card	\$30,000	

Level 13	\$3,200	
\$207 Visa Gift Card		
Level 14	\$3,700	
\$239 Visa Gift Card		
Level 15	\$4,200 & UP	
\$272 Visa Gift Card		
Total Entries		





Local Rewards Eligibility Form

Pack/Troop Number: _____

Popcorn Kernel: _____

Contact Phone Number: _____

Scout's Name: _____

Total Sales: _____ Local Reward _____

Scout's Name: _____

Total Sales: _____ Local Reward _____

Scout's Name: _____

Total Sales: _____ Local Reward _____

Scout's Name: _____

Total Sales: _____ Local Reward _____

Scout's Name: _____

Total Sales: _____ Local Reward _____

Scout's Name: _____

Total Sales: _____ Local Reward _____

I hereby certify that the Scout's listed here sold the amount of popcorn listed and they have earned the local reward listed.

Signature: _____

Unit Popcorn Kernel



Payment Tracking Form **(Please present a copy of this form when making payments throughout sale)**

Unit: _____ Popcorn Kernel: _____
Contact Phone: _____

Payments Made:

Date: _____ Payment Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____ Check #: _____

Scout Shop Receipt #: _____

Date: _____ Amount: _____

Date: _____ Amount: _____

Date: _____ Amount: _____

Date: _____ Amount: _____

Date: _____ Amount: _____