

# 2019 Popcorn Leader Guide

## *Gulf Coast Council*

### **Council & District Staff Advisor**

Please refer any questions or comments directly to:

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### **Online Popcorn System Information**

Go to [Scouting.Trails-End.com](http://Scouting.Trails-End.com) in your internet browser (Firefox and Chrome are preferred) From here you will be able to order popcorn, view invoices, request online sales deposits for the units, see online sales within the unit, and much more.

#### **POPCORN SAFETY TIPS**

- Always sell with an adult or buddy
- Never enter a stranger's house
- Keep checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Never sell at night
- Wear your uniform
- Always be courteous!
- Thank Everyone
- Keep Moving
- Keep Smiling

#### **POPCORN SALES TIPS**

*Ten ways to make a popcorn sale*

1. Ask your parents.
2. Ask your relatives.
3. Knock on your neighbor's door.
4. How about your parents' friends?
5. Sell at your place of worship.
6. Ask your parents to take an order form to work.
7. Have "Super Sale Day" with your fellow Scouts.
8. Sell Door-to-Door around your community
9. Popcorn makes great holiday gifts!
10. Visit businesses around your town for a corpo-



Dear Scouters,

Welcome to the 2019 Popcorn Season for the Gulf Coast Council. This is a wonderful opportunity for your unit to kickoff their fundraising to provide for and enhance their program for the upcoming scouting season.

There are many things that we are very excited about presenting to you and opportunities your unit can take advantage of through the Popcorn Sale. We have worked very hard with the popcorn company to not only make this sale more profitable for the unit but to make it easier for the Popcorn Kernal.



## **Exciting Promotions:**

### **New Amazon Prize Program**

Scouts can buy the prizes they want through an Amazon.com Gift Card program provided directly through Trails End for scouts selling \$1,500 and more. They will receive a digital gift card based on sales.



### **Scholarship Program**

Once your scout sells the \$2,500 in a calendar year, they will get 6% of their sales put into an interest bearing scholarship account. After they have qualified they will receive 6% of all future sales. The scholarship money can also go towards mission trips.





## Different Methods of Selling Popcorn

- **Take Order**—is the traditional form of popcorn selling that the Gulf Coast Council uses. The Scout along with a parent or buddy takes the order form door to door and asks neighbors to support Scouts by buying popcorn. The customer places the order of popcorn with the scout, the unit places the order with the council. When the popcorn is delivered the scout will take the popcorn to the customer. This is the only way a scout can create a history base of customers that is familiar and can be built from each year. Keep your take order sheets so you know who to go back to next year. Take it to work, take it to family, take it to friends/neighbors.
- **Support our Troops Military Sales**—is the same as the take order except for one small thing, when the customer purchases the popcorn, and the order is placed, the popcorn will be sent to the local USO and troops overseas defending our country. Very easy for those that do not want to deliver popcorn or those customers that want to support Scouting but do not want popcorn. You should also use the donations that you may receive to go towards military popcorn sales. In 2018—over \$6,500 went to local USOs from the military popcorn sales.
- **Show and Sell**—The Scouting unit will order a certain amount of popcorn (be conservative) at the district kickoff. The unit will not have to pay for the popcorn before hand, but will not be able to return any product. The Scouting unit will be responsible for what is sold, lost, or damaged. On Distribution Day the unit will be able to pick up the popcorn that was ordered. At locations set by the unit leaders (for example: in front of a store) your unit will ask patrons of the store to support Scouts by buying popcorn. Units can use their imagination to find high traffic venues to sell. At the end of the Show and Sell period the unit will turn in payment for your units show and sell product. The council can provide a PowerPoint presentation for training for Show and Sell Popcorn Sales.
- **Online Popcorn Ordering (Scout GOFUND ME STYLE PAGE)**— this is the easiest and newest method of selling popcorn. Each Scout will need 5 minutes to set up a online account . Once the account is set up he and his parents will be able to email all of their friends and family asking them to support the Scouting program by buying popcorn. You will also be able to do this on facebook or put it on your Scout unit's website. Popcorn purchased online will be shipped directly to the customer via Amazon and there will be FREE SHIPPING on all online orders for 2019.

The Council strongly recommends for the continuity of the sale that all products are sold at suggested retail prices.

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# POPCORN KERNEL CHECKLIST

- Attend and participate in a District Popcorn Kickoff.
- Use the Fund Your Adventure worksheet to plan your year, make a budget and set goals.
- Formulate a popcorn sales plan that includes the three methods of selling popcorn: Take Order Form, Show and Sell, and Online.
- Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due. Be sure to consider the key dates. This can be 3 months or 3 days, it is the units choice.
- Hold a unit kick-off meeting for parents to inform and motivate them to help with your unit's sale.
- Prepare hand-outs for your unit kick-off meeting for both leaders and Scouts. Hand-outs include:
  - Family Guide and order form
  - Key Dates
  - Goals for the unit and for the family
  - Promotion and Prize worksheets
  - A parent job description or list of expectations
- Promote corporate popcorn sales with your parents. They can take an order form to work and help boost their son's sales.
- Complete the unit product order form and submit online. Keep photocopies of your Scouts' take order forms so they can be used the following year.
- Coordinate your unit's popcorn pick-up and distribution.
- Celebrate your unit's success and use the money raised to provide awesome program opportunities for the Scouts to enjoy!



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# Fund Your Ideal Year of Scouting

SEPTEMBER		OCTOBER		NOVEMBER				
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost			
<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>			
DECEMBER		JANUARY		FEBRUARY				
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost			
<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>			
MARCH		APRIL		MAY				
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost			
<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>			
JUNE		JULY		AUGUST				
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost			
<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>	<b>This Month's Total:</b>	<b>\$0.00</b>			
Registration & Insurance	\$0	<b>Enter the number of Scouts and your commission to calculate your goals:</b>	Number of Selling Scouts in your Unit:	0				
Advancements	\$0		Your Unit's Commission	65%				
Uniforms	\$0		Unit Total Activity Cost and Expenses	<b>\$0.00</b>				
Scholarships	\$0		<table border="1"> <tr> <td><b>Unit Sales Goal</b></td> <td>\$0.00</td> </tr> <tr> <td><b>Scout Sales Goal</b></td> <td>\$0.00</td> </tr> </table>		<b>Unit Sales Goal</b>	\$0.00	<b>Scout Sales Goal</b>	\$0.00
<b>Unit Sales Goal</b>	\$0.00							
<b>Scout Sales Goal</b>	\$0.00							
Other Expenses	\$0							
<b>Annual Total:</b>	<b>\$0</b>							



# Kickoff Planner

A great sale starts with a great kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate Scouts, parents and other volunteers.



1. Plan ahead. Think of an agenda that will be fast-paced and **FUN!** A good kickoff should be under an hour.
2. Emphasize **WHY** it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. Trails End makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn. Through one fundraising campaign a family and a unit can fund the entire year of Scouting.
3. Show Scouts the tools available from Trails End. This includes their order forms, prizes/promotions, training videos and much more! Visit [www.trails-end.org](http://www.trails-end.org) to see all the tools available.
4. Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize! Trails End offers a **SCHOLARSHIP PROGRAM** of 6% of the Scout's Sales once they sell \$2,500, and for all sales from that point on in their scouting career.
6. Finish the evening with a memorable event, like throwing pies in the leaders' faces or funny role-playing. A kick off will be exciting when Scouts are involved in the action!



# 2019 Popcorn Sale Timeline and Locations

## Show and Sell Delivery Locations:

### Choctawhatchee District

Coca-Cola Distribution  
647 Valparaiso Pkwy.  
Valparaiso, FL 32580

### Lake Sands & Long Leaf Districts

Will be addressed on a  
unit to unit basis

### Pensacola Bay District

A & A Transfer & Storage  
125 Lurton St  
Pensacola, FL 32505

Take Order Delivery Locations may vary, please note they are To Be Determined.

## 2019 Popcorn Timeline

<b>August 2, 2019</b> .....	Show And Sell Orders Submitted Online.
<b>August 15, 2019</b> .....	Show and Sell Popcorn Distribution
<b>November 7, 2019</b> .....	Show and Sell Money is due.
<b>November 7, 2019</b> .....	Take Order Submitted Online
<b>November 21, 2019</b> .....	Take Order Popcorn Distribution
<b>December 2, 2019</b> .....	All Popcorn Money is Due to the Office

### Important Information:

- **NO RETURNS ON SHOW AND SELL POPOCORN**
- **No transfer of product among units, You are responsible for payment of what you have checked out on your invoice.**
- **All online sales commission will credited to your unit invoices and then drawn directly from Trails End Web Tools.**
- **When you reorder for Show and Sell you must pay the balanced owed on your previous invoice (35%)**
- **Show and sell popcorn can be used by the unit to fill take orders.**
- **By December 2, all unit invoices must be closed out with the council.**
- ***There is no Council Provided Prize Program for 2019.***