



BOY SCOUTS  
OF AMERICA®  
GREATER YOSEMITE  
COUNCIL

## **2018 Popcorn Leaders Guide**

## 2018 Unit Popcorn Sales Guide

Congratulations! You and your Scouts sold more than \$606,000 to fund your unit's programs in 2017, engineering the largest sale in the council's history. Well Done! We now have several units in each district with sales levels in excess of \$25,000. We even had one unit sell more than \$79,000. The good news is that any pack or troop can have these same results, and it's not that hard to make it happen. If you follow some simple steps, and make a firm commitment, your pack or troop can reach these amazing heights.

This book is designed to help you plan your sales and achieve excellence in 2018. We are confident that if you follow all of the provided steps, and maintain a laser focus, you could grow your sale to \$20,000 or even \$30,000. There are packs and troops just like yours that have already done it by following these steps.

The Popcorn sale is a valuable part of the character development program of the Scout Scouts of America, because it teaches a scout the value of money and he gains some understanding of what goes into earning it. **And, if you do it correctly, it's the only fundraiser that you will need all year!**

The Council Kernel, Assistant Council Kernel and the Council Staff stand ready to assist you in having the greatest sale ever!

See you at the leaders meetings!

Sincerely,

Suzanne Antirien  
Council Popcorn Kernel

Kelly Osterhout  
Assistant Council Popcorn Kernel



## 8 STEPS TO SUCCESS



- ◆ **Develop an ANNUAL PROGRAM PLAN AND BUDGET with input from parents and Scouts.** Have key unit leadership attend one of the Budget Building Seminars on June 16.
- ◆ **Set a UNIT SALES GOAL AND A PER SCOUT GOAL.** Use the tools available on the council website or at Trails-End.com.
- ◆ **Develop a UNIT INCENTIVE PLAN** Keep it exciting for scouts and family members and encourage 100% participation in your unit.
- ◆ **Train and inspire your scouts with a great KICK OFF.** Explain how they can earn popcorn prizes and support their activities.
- ◆ **Use all 4 sales methods** Take Order, Show & Sell, Show & Deliver, Online.
- ◆ **Attend the COUNCIL KICKOFF at Funworks in Modesto, August 10, 2018 6:00pm-9:00pm.**
- ◆ **Use NEW METHODS in 2018.** Study the successful units in our council and elsewhere, and copy what they do. You can't expect better results if you don't incorporate new techniques and methods. Most of all: Believe that you can!
- ◆ **COMMUNICATE FREQUENTLY with scouts and family members.**



### **Increase your sales**

- ◆ **Focus on Take Order Sales.** Have the scouts sell to everyone that they know and encourage parents to do the same. Encourage your Scouts to fill a sheet (30 orders).
- ◆ **Assign Individual Scout Kits.** Increase show and deliver success by giving every scout family a prescribed amount of popcorn to sell by a certain date. Use unsold popcorn for remaining site sales. **Remember inventory with your scout families is still your inventory, communicate with them before you order from the Council to ensure you are not over ordering.**
- ◆ Set smaller **benchmark goals** that add up to your final goal. Celebrate & recognize Scout, den, pack/troop successes as you achieve each benchmark. This will keep the Scouts engaged and motivated throughout the sale.
- ◆ Conduct **Sales Training** for site sales and teach the Scouts how to more effectively interact with customers. Work with parents to assist with your site sale
- ◆ **Encourage your Scouts to earn Council Incentives starting at the \$1000 level.**
- ◆ **Remember that door-to-door sales produce at least \$150 of popcorn sales per hour!**



**Four SELLING OPTIONS:  
Show & Sell - Show & Deliver - Take order - Online  
PARTICIPATE IN ALL FOUR AND EARN MORE!**

**2018 TIMETABLE**

- June 16 Key Leadership briefing, All Kernel, New Kernel meeting at the Modesto Service Center
- June & July Conduct sales strategizing meetings with staff or District kernel
- July 20 Popcorn Show & Sell orders due
- August 9 Show & Sell (Show & Deliver) product distribution. (Sale begins)
- August 10 Popcorn Sale Kickoff at FunWorks in Modesto open to all scouts, families, and leaders.
- October 16 Popcorn System Wrap up Seminar at Modesto Service Center for all new kernels and those who need help with their Scout totals. This step is important for prizes and incentives.
- October 20 Show & Sell ends & "Take Order" orders placed in Trails end system.  
***Show & Sell payment due at this time***  
***Yes, this is a Saturday to help those units get to the council office after work.***
- October 20 **Last Day to return unsold Popcorn**
- Nov 1 ALL scouts must be entered into trails end with sold amounts
- Nov 7 Take Order sale popcorn distribution
- Nov 30 **TAKE ORDER FINAL PAYMENT DUE. & FINAL PRIZE ORDER DEADLINE**  
***Remember, we need your Council incentive forms at this time!***



## Commission & Incentives



### Units Earn Up To 35% Commission:

- Base is 28%
- 1% more for unit leaders attending Key Leader Briefing (not Popcorn Kernel)
- 1% more for Unit Popcorn Kernel attend June's Unit Kernel Orientation or the New Kernel Orientation
- 1% more for conducting a planning session with Council Kernels or Executive Staff
- 1% more for returning less than 10% of your Show & Sell inventory (based on the total of dollars) of all Show & Sell orders placed
- 1% for increased online sales
- 1% having trails-end updated with accurate scout information, including all scouts that sold and monies entered by **November 1**
- 1% more for turning in all required incentive forms by **November 30**
- -1.5% loss for not paying by **November 30** (all prizes will be held until forms and payments are brought to the council office)
- -1.5% loss if not paid by **December 14** (again all prizes will be held until forms and payments are brought to the council office)



### ACCOUNT SETTLEMENT

Unit accounts must be settled NO LATER THAN October 20 for Show & Sell and November 30 for Take Order. Units must settle their accounts with ONE check made payable to the Greater Yosemite Council.

Checks preferred, NO CREDIT CARD PAYMENTS!! (unless unit pays 5% convenience fee)

Units keep commissions and only pay the balance owed.

**November 30th is also the FINAL deadline for prize orders and Council Incentive Forms.** Please make sure that all prize orders (including patches, pins, \$1000 incentive) are submitted by this deadline.

**Prize orders cannot be submitted after this deadline.**

Unit commissions will not be adjusted after this date.

*Proper popcorn account settlement means all dollars must be receipted at one of the Council Service Centers (Modesto or Stockton) in accordance with rules and deadlines set forth in this document.*

**A goal without a plan is just a wish....  
You may delay, but time will not!**



For information or help related to your popcorn sales efforts, you may call or email your Council Popcorn Kernel or your district staff advisor:

**Council Support**

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**Sierra Valley District**

District Advisor: Steve Olson      [stephen.olson@scouting.org](mailto:stephen.olson@scouting.org)      (209) 566-7707

**Rio del Oro District**

District Advisor: Matthew Halsig      [matthew.halsig@scouting.org](mailto:matthew.halsig@scouting.org)      (209) 566-7708





## TOP 10 REASONS YOUR UNIT SHOULD PARTICIPATE:

10. Risk-free commission for your unit...up to 35%.
9. Outstanding prizes for your scouts!
8. Scouts can earn college scholarships!
7. Scout advancement opportunities!
6. Support for our men and women in the military service!
5. Earn money for camp and other Scouting activities!
4. Scouts learn valuable inter-personal and sales skills.
3. Everyone LOVES Trail's End popcorn!
2. Funds your unit entire year of Scouting!
1. It's FUN!

