



BOY SCOUTS
OF AMERICA®
GREATER YOSEMITE
COUNCIL

2018 Unit Sale Planning 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 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 27%
- 1% more for unit leaders attending Key Leader Briefing (not Popcorn Kernel)
- 1% more for Unit Popcorn Kernel attending one June Unit Kernel Orientation
- 1% more for conducting a planning session with district Kernel or Executive Staff
- 1% more for returning less than 10% of your Show & Sell inventory (based on sum (dollars) of all Show & Sell orders placed)
- 3% more for selling 3% more than last year (minimum of \$400)
- 1% more for turning in all required incentive forms and having trails-end updated with accurate scout information
- -1.5% loss for not paying by December 1 (all prizes will be held until forms and payments are brought to the council office)
- -1.5% loss if not paid by December 15th (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.

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.

Set Individual Scout Goals and increase sales by 30%

Extra Scout Prizes & Incentives

*Order
Online*

1. Sell any Item: Scout receives the 2018 Popcorn Sales Patch

*Incentive
Form!*

2. **Military Donation \$100+ Achiever:** Scouts that collect a minimum of \$100 in Military Donations will receive a special Themed Council Strip.



*Incentive
Form!*

*Incentive
Form!*

*Incentive
Form!*

*Trail-end
Enrollment
Form*



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

Sonya Greene	sonya.greene@scouting.org	(209) 566-7701
Robin Wilson	robin.wilson@scouting.org	(209) 566-7702
Suzanne Antirien	jeanandsuzie@yahoo.com	(209) 589-8472
Kelly Osterhout	kelly@bluesierrafarms.com	(209) 614-6194

Gold Country District

District Advisor: Luis Jimenez luis.jimenez@scouting.org (209) 566-7705

Sierra Valley District

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

Rio del Oro District

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



Robotics - Sell \$4,500

- 46 - LEGO Mindstorm EV3
- 47 - Lionel Junction Union Pacific Steam LionChief Train Set
- 48 - HEXBUG VEX IQ Robotics Set
- 49 - \$200 Walmart Card



Wilderness Survival - Sell \$3,500

- 42 - LEGO BOOST Creative Toolbox
- 43 - Max Traxx Tracer Racer RC - The Showdown Glow-in-Dark
- 44 - 4K Wi-Fi Action Camera
- 45 - \$165 Walmart Card



Rifle Shooting - Sell \$2,750

- 38 - Carrera Evolution - Most Wanted
- 39 - Eureka Tetragon 3 Tent
- 40 - LEGO NEXO KNIGHTS Jestro's Volcano Lair
- 41 - \$125 Walmart Card



Digital Technology - Sell \$2,000

- 34 - LEGO Super Heroes Batman: Killer Croc Sewer Smash
- 35 - HEXBUG Battlebots Arena
- 36 - Carrera GO!!! Highway Patrol
- 37 - \$90 Walmart Card



Canoeing - Sell \$1,650

- 30 - HEXBUG Battle Ground Tower
- 31 - Swiss Army Cadet Backpack
- 32 - LEGO Star Wars Resistance Troop Transporter
- 33 - \$75 Walmart Card



Swimming - Sell \$1,100

- 26 - Walkie-Talkie Set - 5KM Range
- 27 - Camping Bluetooth Speaker w/ Powerbank & Lantern
- 28 - Lighted Gyro Drone Quadcopter
- 29 - \$40 Walmart Card



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888-351-8000

Greater Yosemite Council

Council Code: 59GYC www.yosemitescouting.org



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How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$75 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.
- Parent's permission and a Whittling Chip or Totin' Chip is required to select a knife as your prize.

Example: Sales of \$575 choose one prize from Level 7 ...OR... TWO prizes from Level 5 ...OR... ONE prize from Level 5, ONE prize from Level 4, and ONE prize from Level 3; etc.

Prizes are subject to substitution after consultation with Council and will be of equal or greater value.

Who to Contact:

Popcorn Related Questions: Council Office 209-545-6320
Prize Related Questions: Keller Marketing 888-351-8000



Bonus Club

Scouts who sell \$600 will receive their choice of a Z-Curve Bow w/ 2 Firetek Rockets or a Camp Cooking Set w/ Utensils



Popcorn Sale Important Dates

August 12th - Sale Starts
October 22nd - Sale Ends



Grab Bags - Be surprised - Each Grab Bag is valued at 50% more than the other prizes within that level. The prizes included in each Grab Bag may not be pictured on this brochure. Grab Bags within each shipment to each Unit will be identical.

Scouting®...it's more than Activities, Adventure, and Character Development... it's who we are!

Fishing - Sell \$825

- 22 - Camp Stove w/ Regulator (fuel not included)
- 23 - LEGO NINJAGO Vermillion Invader
- 24 - 2-Person Waterproof Tent
- 25 - Grab Bag G



Hiking - Sell \$575

- 18 - LEGO Technic - Getaway Racer
- 19 - HEXBUG Gladiator Battle Stadium w/ Three Nanos
- 20 - All Aluminum Tactical Safety Flashlight
- 21 - Grab Bag F



Orienteering - Sell \$375

- 14 - 7-function Survival Tool
- 15 - Light Saber with Color Changing Lights, Sounds & Stand
- 16 - Rosewood Handle Knife w/ Clip & BSA® Branding
- 17 - Grab Bag E



Archery - Sell \$275

- 10 - Stikball w/ BSA® Branding (Twin Pack)
- 11 - Squat Lock Blade Knife w/ Clip and BSA® Branding
- 12 - SOS Survival Kit w/ Compass, Multi-tool, Firestarter, Whistle and more
- 13 - Grab Bag D



First Aid - Sell \$175

- 7 - Small Brass & Rosewood Handle Knife w/ BSA® Branding
- 8 - Zing Thumb Chucks
- 9 - 4x30 Binoculars



Backpacking - Sell \$125

- 4 - Mini Dual LED Dynamo Flashlight w/ BSA® Branding
- 5 - Star Pioneer - 50pc Building Block Set
- 6 - Cinch Backpack w/ BSA® Branding



Camping - Sell \$75

- 1 - Banditz Micro Stunt Glider
- 2 - 3" Carabiner w/ Strap & BSA® Branding
- 3 - Single Lock Blade Knife



Public Speaking - Patch Collection

- 0.1 - Sell One Item - Receive Popcorn Sale Participation Patch
- 0.2 - Make One Sale Online - Receive the Online Patch
- 0.3 - Make One Military Sale - Receive the Military Patch
- 0.4 - Sell a Total of \$600 (Face-to-Face and Online) - Receive the Seller's Club Patch
- 0.5 - Sell One of Each Item on the Take Order Form - Receive the One of Each Patch
- 0.6 - Sell at least \$1,000 - Receive the Top Seller Patch

Descriptions of Prizes Available at www.boyscouts-gcc.com





HOW TO ORDER YOUR UNIT'S POPCORN & PRIZES

Popcorn and prize orders must be submitted online at:
www.sell.trails-end.com.



- Order Show & Sell, Show & Deliver and Take Order Popcorn**
Online at: www.sell.trails-end.com
- Prize Order Form (online)**
Once you have compiled your prize needs, order online at www.sell.trails-end.com

The following forms need to be submitted via fax, mail or hand-delivered to either Scout Service Center by December 1.

THESE FORMS ARE AVAILABLE ON THE KERNEL'S KORNER WEBPAGE:
www.yosemitescouting.org > [Support Scouting](#)



- Council Incentive Form.** The \$600, \$1,000 and \$1,500 levels indicating which camp the scout will be attending. The scout must choose only one camp to apply this recognition.
- Military Popcorn Donation Incentive Form.** The Unit Kernel must complete and submit this form by the prize deadline.
- \$2500 Scholarship Award Recipient Form**
Fill out for each scout that achieves this level or has achieved it in a prior year.

Try the following ideas:

- All scouts who reach their sales goals get to throw pies in the leader's faces.
- Flat Screen TV for top unit salesman.
- Give a gift certificate at the end of the 1st week's sale to the top sellers.
- Have a pizza party for the top selling den/patrol.
- Have a small prize for the Scouts who fill up a take order form.
- Monitor the sale each week and give awards as you go.
- Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered.



MYSCOUT ADVENTURES PATH TO ADVANCEMENT

CUB SCOUT ADVANCEMENT OPPORTUNITIES



TIGERS



Curiosity, Intrigue and Magical Mysteries

Create a secret code to use during your Popcorn Sale **(Req. 4)**



Stories in Shapes

Create an art piece advertising your Popcorn Sale **(Req. 1b)**



Tiger Tales

Create your own Tall Tale about your Popcorn Sale **(Req. 2)**



WOLVES



Howling at the Moon

Pick one of the four forms of communication **(Req. 1)** and create a Popcorn Skit **(Req. 2)**



Paws on the Path

Tell what the Buddy System is and why you need to use it during your Popcorn Sale **(Req. 2)**



BEARS



Baloo the Builder

Select and build one useful and one fun project for your Popcorn Sale **(Req. 3)**



WEBELOS



Art Explosion

Create a Popcorn Sale poster **(Req. 3f)** or a T-shirt or hat **(Req. 3g)** for display at your Show 'n' Sell



Build It

Create and build a carpentry project to advertise your Popcorn Sale **(Req. 2)**
List all the tools you used to build it **(Req. 3)**
Check which ones you've used for the first time **(Req. 4)**



Movie Making

Create a story about your Popcorn Sale and do ALL requirements for Movie Making **(Req. 1-3)**

MERIT BADGE OPPORTUNITIES



Art

For requirements 5a – Produce a Popcorn Sale poster for display.



Communication

For requirement 2b – Make a Popcorn Sales presentation to your counselor.
For requirement 6 – Show your counselor how you would teach others to sell Popcorn.



Digital Technology

For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn.
For requirements 4d – Don't forget the Trail's End Digital Selling App.



Graphic Arts

For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



Journalism

For requirements 3d – Create a 200 word article about your Troop's Popcorn Sale.



Movie Making

For requirements 2 – Create a storyboard and video designed to show how to sell popcorn.



Personal Management

For requirements 5, 8, 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities.



Photography

For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale. **(Req. 7)**



Plant Science

With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed. **(Requirements 8a and 8b-Corn Option)**



Public Speaking

For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop.



Salesmanship

All requirements for this merit badge may be completed through the Popcorn Sale.



Truck Transportaion

For requirement 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment.

THE PRODUCT LINE FOR 2017

\$25.00-\$60.00

- Chocolate Lover's Tin \$60.00
- Gold Military Donation \$50.00
- Silver Military Donation \$30.00
- Cheese Lover's \$30.00
- Chocolatey Caramel Crunch \$25.00
- Salted Caramel Corn \$25.00

\$20.00

- Premium Caramel Corn with Almonds & Pecans \$20.00
- 18-pack Butter \$20.00
- 18-pack Kettle Corn \$20.00

\$10.00-\$15.00

- White Cheddar Cheese \$15.00
- Jalapeno Cheddar Cheese \$15.00
- Small Caramel Corn \$10.00
- Popping Corn \$10.00

Important Packaging Update for 2018



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!



Quick Tips & Training for your Scouts

1. Dress for success. Wear your uniform and look neat and clean.
2. Smile, Smile, Smile. Have fun while you sell!
3. Have a prepared script and practice before you go to a door.
4. Tell them your first name and your unit. Explain why you are selling popcorn.
5. Know your product and be ready to suggest your favorite one to the customer.
6. Thank them for the order. Make them feel good about supporting your Scout program.
7. **Set smaller benchmarks along the way to help achieve your final goal and celebrate when you achieve each benchmark.**
8. Ask if they would like to support our military with a donation of popcorn.
9. Thank them again when you deliver the order.
10. Turn your order information in **on time** to your unit popcorn coordinator.
See the Trails-End website for great online sales training and resources.
www.sell.trails-end.com