

2016 Unit Kernel Play Book

**ADVENTURES INSIDE.
OPEN IMMEDIATELY.**



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A Note to Unit Kernels

June 2016

Dear Unit Kernel,

Thank you for taking the time to give leadership to your unit's fundraising effort this year. The purpose of this pamphlet is to be a reference tool where you will have access to proven and effective tools and material to help you execute a great sale this fall. This is by no means comprehensive. We recommend that you use the Kernels Korner at www.yosemitescouting.org; the kernels korner facebook page, staff at the council service center, your District Executive and other unit kernels in your community. They are all good resources. We hope that this booklet proves to be helpful.

Sincerely,

The Council Popcorn Team



List of Available Online Tools

(These are all available on Kernels Korner at www.yosemitescouting.org)

- 1) **2016 Unit Program Planner:** Helps units develop an annual program budget and establish fundraising goals based on their program plan.
- 2) **2016 Unit Sales Goal Calculator:** Helps units breakdown over all unit sales goals into “per boy” and “per container” goals that are more easily digestible and understandable for families.
- 3) **2016 Site Sale & Team Leader Calculator:** Helps units determine the correct number of site sales and popcorn leaders needed to ensure a successful sale.
- 4) **Parents Briefing Template:** Provides an example of a sample Parents handout for unit kick offs
- 5) **Obstacle Course:** Provides a good example of how a unit might conduct a fun and informative kick off activity for Cub Scouts.
- 6) **5 tips for a successful sale:** Sales tips to be shared with youth and family members
- 7) **Family Goal commitment Form:** A template that can be used to acquire family commitments to goals.
- 8) **Show n Deliver Worksheet:** Kernel Tool that Provides an example of individual kits to be used when preparing the show n sale order.
- 9) **Family Show N Deliver Order Forms:** Kernel Tool that is used when signing Product in and out to individual families.
- 10) **Individual Scout Checklist:** Kernel Tool that can be used to keep track of individual boy progress and participation
- 11) **Site Sale Inventory Checkout Form:** Kernel Tool to be used when assigning site sale inventory to popcorn leaders for individual site sales. It is recommended that Kernels not assign themselves to a site sale. Rather, they distribute product and cash and then receive product back at the end of each day.
- 12) **60 Day Family Sales calendar:** Kernel Tool that can be given to each boy to help him plan to achieve his goal. Provides a daily sales goal based on different goal levels.



Join us on Facebook at: **GYCKernelskorner**

10 tips for planning a successful site sale season!

1. **LOCATION:** Brainstorm selling locations and determine how many shifts are needed for your pack. Use the Excel tool on the Council website. *(Example: 3- two hour shifts averaging \$75 each + a starter kit valuing \$400, will get your scout to a \$600 goal)*
2. **SCHEDULING:** Call to schedule site sales approx 4-6 weeks prior to selling. Create a form letter to mail or email to the site manager/contact. This gives them something to refer to and makes you appear professional.
3. **CREATING DEMAND:** By limiting the amount of shifts per scout you increase the demand and have less difficulty filling your shifts. Make a large poster for signups at your popcorn kickoff.
4. **TEAMWORK:** Make sure you have more than one leader on your team. Every site sale should not be ran by one person. Leaders should run 3 site sales each. **Creating a leader team takes the burden off of the kernel.** This person will be responsible for money and product, so make sure you **trust them** and are comfortable working with them.
5. **NOT A BABYSITTER:** A parent is required to stay at site sales with their scout. It is great to have an adult with the scouts at each door. The site leader should focus on collecting money and controlling inventory. This also allows for better sales and the possibility of recruitment.
6. **DON'T BE ANNOYING:** Scouts should **greet** people on the way into the store and then **sell** on the way out. This limits a scout annoying a potential customer.
7. **PRESENTATION IS KEY:** This is **KEY** at site sales. The leader/display table should be located where the store allows. The product should be displayed neatly with extra inventory stacked under the table or behind. Scouts participating should always use good manners (**eye contact** is KEY) and arrive in full, clean uniforms. Allow scouts to take breaks for eating, drinking, and restroom visits.
8. **SCRIPTS:** Create a script for the boys to follow. They should be knowledgeable about product flavors and pricing. (Your popcorn kickoff is a great time for product tasting and educating scouts on pricing.)
9. **CHECK IN AND OUT:** Have your Site Sale Popcorn Leader check in with the store manager before you set up and find out where they would like the product table. And again, when they are all done to make sure there were no problems.
10. **GIVE THANKS:** Send or drop off a thank you card and/ or gift from the Troop / Pack / Crew to the Store Manager after your season is complete.



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Unit Kick Off Support Documents





POPCORN SALE DO'S AND DON'TS for Scouts

DO: Dress to impress (Wear your Class A uniform)

DON'T: Wear dirty or wrinkled clothes

A scout is clean – When selling popcorn you represent Pack 14, Our Council, and Boy Scouts of America.

DO: Have an adult with you at all times.

DON'T: Sell popcorn by yourself.

A scout is prepared - Safety in numbers!

DO: Present yourself with manners and use sidewalks and walkways.

DON'T: Walk through plants or on peoples grass.

A scout is respectful to others and their property.

DO: Always say "Please" and "Thank you" (even if they don't buy popcorn)

DON'T: Pout or Walk away mad.

A scout is always courteous and kind.

DO: Hold up the price sheet for customers to see.

DON'T: Forget at home or leave with your Akela.

A scout is trustworthy.

A SCOUT IS LOYAL.... NEVER, EVER GIVE UP!!!!



PARENTS BRIEFNG TEMPLATE

Important dates:

Wednesday, August xxxx: Our Pack Popcorn kick off is at 6:30pm.

Friday, August 14: Our Council Popcorn kick off at Boomer's in Modesto from 6-9pm. Tickets are \$10 for food and activities.

Saturday, August 15, Site sales begin and popcorn is available to be picked from _____. After initial pick up, arrangements can be made with _____ for additional popcorn to sell.

For your child to receive credit all popcorn monies must be turned in by the following final due dates:

Wednesday, October xxxx: cash sales end

Friday, October xxxxxxx: internet sales end

Goals:

Our unit's popcorn sale goal is \$_____.

Each Scout's sales goal is \$_____ to pay for a great Scouting program. This is very easy to obtain based on scheduled site sale locations and 60 days of fundraising.

We plan to use the money we raise to do the following things:

- 1) Pack and den functions
- 2) Pack and den supplies
- 3) Awards and patches

Have questions – need more information?

We can help you prepare for the sale and can answer any questions you may have.

Contacts:

Example Obstacle Course Kick Off Game

	Activity	Lesson Learned	Materials Needed
1	Blowing Game	Keep Moving Forward	Floor Tape, Straw, Popcorn, Candy for prizes
2	Balance Beams	Balance Lfe & sales	Short Balance Beams, Candy for prizes
3	Tunnels	You have look for sales	Chairs, Tarp, Candy to find in the Tunnel
4	Jumping Hula Hoops: each one is futher away	Perseverance	Hula Hoops, Candy for Prizes
5	Slogan	Memorize Sales Pitch	Written sales pitch, poster of sales pitch
6	Popcorn Throw	Making sales can be "hit" or "miss"	Popcorn, Red cup as basket, Candy for prizes
7	Popcorn Spoon Carry	Overcoming Obstacles during the sale	Plastic spoons, popcorn, cones or chairs for obstacles
8	Food	Hardwork Pays off	Hotdogs, Buns, Soda, popcorn

5 Steps to Success

- 1. Have A Sales Goal**
- 2. Wear Your Uniform**
- 3. Sell Scouting / Not Popcorn**
- 4. Sell to everyone you know, Have your parents do the same.**
- 5. Don't Stop Until You Achieve your goal!**



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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.

Family Goal Commitment Form Template

MY POPCORN GOAL 2016

SCOUT : _____

DEN : _____

MY SALES GOAL: _____

SIGNATURE: _____

PARENTS SIGNATURE : _____

MY POPCORN GOAL 2016

SCOUT : _____

DEN : _____

MY SALES GOAL: _____

SIGNATURE: _____

Achievable Goal Plan

1. 3 site sales at \$50 each:	\$150
2. Show & Deliver Kits:	\$300
3. Online Sales:	\$100
4. Take Order:	<u>\$200</u>
Total Sales:	\$750

\$25,000 Goals are much easier when....
broken down into **33 individual Scout Goals**





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Record Keeping Tools for Kernels Support Documents



Kernel Tool: Sample Individual Scout / Family Show n Deliver Kit

Product	unit Cost	300 Kit		400 Kit
poping Corn	10	2	\$ 20.00	3 \$ 30.00
Samll Caramael Corn	10	6	\$ 60.00	8 \$ 80.00
Jalapeno Cheddar	15	2	\$ 30.00	3 \$ 45.00
White Cheddar	15	2	\$ 30.00	3 \$ 45.00
18 Pk Mic Butter	20	2	\$ 40.00	2 \$ 40.00
18 Pk Mic Light	20	2	\$ 40.00	2 \$ 40.00
18 Pk Mic Kettle	20	2	\$ 40.00	2 \$ 40.00
Premium Caramel w nuts	20	2	\$ 40.00	4 \$ 80.00
			\$ 300.00	\$ 400.00

Instructions

- 1) If you are using kits, remember to order enough product to cover kits for every Scout family who will be selling.
- 2) Remember to have families formally sign out the product in each kit. They are financially responsible....
- 3) Order enough additional popcorn to cover scheduled site sales
- 4) or, Plan site sales towards the end of the sale and have families turn in unsold popcorn prior to site Sales.
- 5) Inspect all inventory when returned from families to make sure it meets all guidelines.
- 6) Families must return either popcorn or money. This should be formally signed in and inventoried.
- 7) Keep Track of all Inventory during the sale

Unit Site Sale & Leader Team Calculator

20	*	3	=	60
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Number of Scouts	3 Two Hour Shifts		Total # Shifts Needed
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60	/	4		15
----	---	---	--	----

Total # Shifts	4 Hour Leader Shift		Total # Leader Shifts Needed
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15	/	3	=	5
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Total # Leader Shifts	Three per leader		Total # Popcorn Leaders Needed
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Total # Site Sale Locations Needed:	15
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*** Based on a four hour site Sale**

Instructions:

- 1) Enter the number of Participating Scouts in the Highlighted Cell
- 2) Kernels should not include themselves in the Final # of Leaders needed
- 3) Kernels should distribute product and Cash boxes the day of the sale and be available for emergencies when needed.

Individual Scout Checklist

	scout	site 1	site 2	site 3	starter pack
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
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19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					

Site Sale Inventory Checkout Form Template

Site Sale Inventory Checkout Form (1 per site)											
site:						date:					
leader:						phone #:					
		popping corn	caramel corn	Jalapeno Cheddar	white cheddar	Kettle Corn Mic	unb butter micro	lgt butter micro	caramel w/nuts	totals	
qty		0	0	0	0	0	0	0	0	0	
total		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
qty rtn											
total											
1st Shift					2nd Shift						
	Scout 1						Scout 1				
	Scout 2						Scout 2				
	Scout 3						Scout 3				
1) Assign 3 Scouts per Shift											
2) One Scout for each door and one working the product Table.											
3) Any Chocoalte take orders taken at site sale should be written on the back of this inventory form.											

60 Day Sales Calendar Template

	Scout:			Goal:		daily total:	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							Pick Up Popcorn
August							16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
September	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
October	28	29	30	1	2	3	4
	5	6	7	8	9	10	11
				Final Day			
	12	13	14	15			
\$550 Goal – \$9.16 per day				\$1500 Goal – \$25 per day			
\$775 Goal = \$12.91 per day				\$2500 Goal = \$41.67 per day			
\$1000 Goal = \$16.67 per day				\$4000 Goal = \$66.67 per day			