



2017

**Unit Popcorn
Guidebook**



BOY SCOUTS OF AMERICA®
HUDSON VALLEY COUNCIL

2017 POPCORN SALE

WELCOME!

Dear Popcorn Kernels.

Thank you for choosing to participate in the popcorn sale. Preparing you for a great popcorn sale is threefold. One we must supply you with the tools needed. To that respect we have the popcorn sale guidebook which highlights the key steps for success in funding your unit's annual budget. Everything you need is included. We also have a completely revamped website with forms and tools to help you. Secondly you need training and this year we are supplying three seminars to help you grow your sale. Lastly is service, if at any point during the sale, please feel free to contact your District Popcorn Kernel or Council Popcorn Advisor. We stand ready to assist you and your unit to have a great sale.

The popcorn sale is extremely important to funding your unit's Scouting program.

The sale is equally as important to our council so that we may fund and maintain camps, provide service to units, develop new programs, and much more.

Thank you for your participation. We hope you have a great sale and an even better year in Scouting!

Yours in Scouting,

Scot Brown
Council Popcorn Kernel

Frank Giusto
Council Popcorn Advisor





Fundraising is part of the program.

Benefits to the Scout:

Fundraising is an integral part of meeting the aims of scouting:

- Builds citizenship by helping Scouts establish a relationship to showcase Scouting to the community members.
- Allows the Scouts to make a personal connection with their neighbors.
- Teaching character by having discussions with community members they might not interact with normally.
- Develop and hone their mental and emotional fitness by forcing them to understand their responsibility to their Units and their personal program and how it relates to their community
- Scouts work together towards the goal of meeting the financial demands of the unit.
- Leadership skills are built as Scouts determine each other's responsibilities and develop sales strategies.
- Working with Adult Leaders scouts benefit from the lessons the fundraising program teaches them.

Emphasizes the Scout Law:

- **Trustworthy**
 - Take and deliver orders on time and correctly.
- **Loyal**
 - Scout supports his unit
- **Helpful**
 - Selling Scouting puts a friendly face into the community
- **Courteous**
 - Selling Scouting requires courtesy
- **Kind**
 - Scout is kind to his customers and the the other members of his unit while selling
- **Obedient**
 - A Scout must follow the directions of his Unit and his customers
- **Cheerful**
 - Selling Scouting is a fun activity
- **Thrifty**
 - Requires an understanding of the cost of Scouting and goal setting to meet those costs

2017 IMPORTANT DATES

JUNE

June 8 Popcorn Training Seminar – Middletown – Holy Cross Church
June 21 Popcorn Training Seminar – Pomona – Boulders Stadium

JULY

July 11 Popcorn Training Seminar – Fishkill – First Reform Church of Fishkill

AUGUST

August 10 Show - N – Sell Orders Due
August 26 Show - N – Sell Pickup – Pepsi Newburgh

SEPTEMBER

Remember To Have A Unit Kickoff

OCTOBER

October 22 Get In Some Last Minute Show – N - Sells
October 22 Show and Sell Settlement Date (Product and/or Payment)
October 25 Unit Take Orders Due

NOVEMBER

November 3 Prize Orders Due
November 10 Popcorn Sorting (Select Locations)
November 11 Popcorn Pick-Up (All Locations)

DECEMBER

December 1 Final Popcorn Payments Due

2017 SALES TEAM

Dutchess District		
District Kernel	District Kernel	Professional Staff
Patty Carter (845) 635-1558 pcarter3@hvc.rr.com	Frank Giusto (845) 453-5706 frank.giusto@scouting.org	Harold Teller (845) 566-7300, Ext. 323 Harold.teller@scouting.org
Delaware River District		
District Kernel	District Kernel	Professional Staff
Nancy Esposito (845) 292-2683 nesposito@hvc.rr.com	Holly Kimble (845) 342-6388 holly.kimble3@gmail.com	David Horton (845) 566-7300, Ext. 304 David.horton@scouting.org
Heritage District		
District Kernel	District Kernel	Professional Staff
		David Horton (845) 566-7300, Ext. 304 David.horton@scouting.org
Rockland District		
District Kernel	District Kernel	Professional Staff
Michael Caivano 917-991-1660 michael.caivano1@gmail.com		Christian Miller 845-566-7300 Christian.Miller@scouting.org
Support Team		
Frank Giusto Council Popcorn Advisor (845) 566-7300 ext. 326 frank.giusto@scouting.org	Donna Helt Field & Program Secretary (845) 566-7300, Ext. 307 donna.helt@scouting.org	Scot Brown Council Kernel (845) 986-7861 tsbrownjr@icloud.com

2017 SALE CHANGES

Increased Commissions

- 35% base commission, plus additional 2% for a total of 37% for sales over \$10,000

More Unit Incentives

- Unit gift cards now start at \$1,000 sales level

Larger Prize Values

- Mystery Prizes
- Larger prizes at lower levels
- Prizes are rated at over 4% (compared to 3% last year)

Three Gift Card Options

- Units will have option to opt out of prizes and do the following gift cards at 4% of sale.
- Scout Shop, Amazon and Wal-Mart

Change in Flavors

- Add White Chocolatey Pretzels
- Add Sea Salt Caramel
- Add Chocolate Pecan Clusters
- Add Cheese Lovers
- Drop Jalapeno Cheddar
- Drop Butter Light
- Drop Trail Mix
- Drop Sweet and Savory

Enhanced Kickoff Boxes for Units That Commit To Selling Popcorn by July 12

- Samples
- Unit Ice Cream Party Raffle for each District
- Show N Sell Banners

Dedicated Customer Service

- Single person with popcorn as only focus available at council

Training Opportunities

- Three training seminars this year throughout the council

PRODUCT MIX BY SALE

SHOW AND SELL PRODUCT MIX

Product	Retail Price
Gold Military Donation	\$50
Silver Military Donation	\$30
Cheese Lovers Collection	\$30
Sea Salt Caramel	\$25
18 Pack Microwave Kettle Corn	\$25
18-Pack Unbelievable Butter	\$20
Premium Caramel Corn	\$20
White Cheddar Cheese Corn	\$15
Caramel Corn Tin	\$10
Popping Corn	\$10



TAKE ORDER SALE PRODUCT MIX

Product	Retail Price
Gold Military Donation	\$50
Silver Military Donation	\$30
Chocolate Lovers Collection Tin	\$60
Cheese Lovers Collection	\$30
Chocolate Caramel Crunch	\$25
White Chocolatey Pretzels Tin	\$25
Sea Salt Caramel	\$25
18 Pack Kettle Corn Microwave	\$25
18-Pack Unbelievable Butter	\$20
Premium Caramel Corn	\$20
White Cheddar Cheese Corn	\$15
Caramel Corn Tin	\$10
Popping Corn	\$10

2017 UNIT INCENTIVES

UNIT COMMISSION

- All units will receive a 35% commission on their face to face and SNS popcorn sales.
- Sells over \$10,000, receive an additional 2% on total sale bringing those units to 37%

HEAD HUNTER PROGRAM

Any unit that meets the following will get a **Popcorn Machine** if:

- Recruit & support a first time selling unit, must maintain or increase over 2016 sales level. The new first time unit must sell at least \$4000 in sales
- Be a First Time Selling Unit with at least \$4000.00 in sales.
- Any unit with an increase of \$4000 over 2016 sales.



UNIT INCENTIVE 1

\$1,000 in total unit sales receives one (1) \$50 Scout Shop Gift Card.

UNIT INCENTIVE 2

\$2,500 in total unit sales receives one (1) \$100 Scout Shop Gift Card.

UNIT INCENTIVE 3

\$5,000 in total unit sales receives one (1) \$150 Scout Shop Gift Card.

UNIT INCENTIVE 4

\$7,500 in total unit sales receives one (1) \$200 Scout Shop Gift Card.

UNIT INCENTIVE 5

\$10,000 in total unit sales receives one (1) \$250 Scout Shop Gift Card.

UNIT INCENTIVE 6

\$15,000 in total unit sales receives one (1) \$300 Scout Shop Gift Card.

UNIT INCENTIVE 7

\$20,000 in total unit sales receives one (1) \$350 Scout Shop Gift Card.

Unit popcorn accounts must be in good standing (DEC 1, 2017 - All Accounts Reconciled).

Youth Prize Package

Scouts will have two choices for sale prizes. They may pick actual prizes from the prize sheets or gift cards from three different locations. Unit must make choice of prizes or gift cards.

- Patches are a given, if a scout sells one item they will receive a participation patch.
- We maintained the same number of prize levels but decreased the top prize level by \$1500.00.
- Average prize values increased from 3% to 4.37%
- Gift cards available from Scout Shop, Wal-Mart and Amazon
- Gift cards increased from 3% to 4%

\$600 CLUB

For every 600 dollars in individual sales, scout will receive their choice:

- A special 2018 Scout Appreciation Day at Dutchess Renegades or Rockland Boulders
 - Free Baseball or Hat (to be signed by players in attendance).
 - Meet and Greet with players.
 - Meal Package
 - On Field interaction with players
 - Game ticket for 1 adult and 1 youth
- A voucher at The Castle Fun Center in Chester, for 2 open hours of play (including 2 go cart rides.)
 - Go Cart track
 - Climbing Wall
 - Mini Golf
 - Free Fall
 - Roller Skating
 - Laser Maze



Youth Prize Package

- A voucher at Bounce Trampoline Sports for 1 hour of use



- \$25 Gift card for use at the Gravity Vault towards any programs available

- \$25 Gift card for use at Autobahn Indoor Speedway




- A voucher for a 5 Wits adventure. Similar to an escape room, you must use teamwork to solve puzzles and challenges, but with higher quality environments and special effects..

\$2500 Sellers

Scouts who sell at least \$2,500 (online, face-to-face or combination) in any calendar year receive 6% of their total sales invested in their own college scholarship account. Once Scouts are enrolled, 6% of their sales each year will be added to their account regardless of how much they sell. Scouts only have to hit the \$2,500 minimum one time. Online sales count!


Gift Card Order Form

The following form is available online at hudsonvalleyscouting.org under the Tools and Resources tab in the popcorn section. It is a fillable PDF. Just complete information, check the quantities of each card you need and press "Click Here to Email Frank Giusto" to submit.



**2017 Popcorn Prize
Gift Card Order Form**

Please fill out completely and submit to frank.giusto@scouting.org



Click Here To Email Frank Giusto

District:

- Delaware River
- Dutchess
- Heritage
- Rockland

Unit Type:

Crew Pack Troop Ship Post

Unit Number: Position:

Contact:

Name: Phone (H):

Address: Phone (W):

City: State: Zip: Phone (C):

E-Mail:

Order:

Sales Level	Quantity Scout Shop	Quantity Amazon	Quantity Wal-Mart
\$150	0	0	0
\$225	0	0	0
\$300	0	0	0
\$375	0	0	0
\$450	0	0	0
\$525	0	0	0
\$600	0	0	0
\$650	0	0	0
\$700	0	0	0
\$750	0	0	0
\$800	0	0	0
\$850	0	0	0
\$900	0	0	0
\$950	0	0	0
\$1000	0	0	0

Sales Level	Quantity Scout Shop	Quantity Amazon	Quantity Wal-Mart
\$1050	0	0	0
\$1100	0	0	0
\$1150	0	0	0
\$1200	0	0	0
\$1250	0	0	0
\$1300	0	0	0
\$1350	0	0	0
\$1400	0	0	0
\$1450	0	0	0
\$1500	0	0	0
\$1550	0	0	0
\$1600	0	0	0
\$1650	0	0	0
Other _____	0	0	0
Other _____	0	0	0

SHOW N SELL SUGGESTIONS

Show and Sell Reminders

- All products returned must be in full, unopened cases.
- Show and Sell Product and/or payment must be returned by October 22, 2017.
- Units are encouraged to use Show and Sell product to fill take order sales.
- Schedule Show and Sell Dates in advance
- Choose high-traffic locations for your Show and Sell sale.
- Encourage participation from all Scouts to assist with the Sale.
- Offer unit incentives to Scouts who participate in the Show and Sell sale.
- Do not open all cases during the Show and Sell. Open only one case of each product for display.

Recommended Product Mix

RECOMMENDED SHOW & SELL PRODUCT MIX	Cheese Lovers Collection	Sea Salt Caramel	18 Pack Micro Kettle Corn	18 Pack Unbelievable Butter	Large Caramel Corn with Almonds & Pecans	White Cheddar	Classic Caramel Corn	Popping Corn
	Item Retail Price	\$30	\$25	\$25	\$20	\$20	\$15	\$10
Items Per Case	1	12	6	6	12	12	12	12
Suggested Product Mix								
Small Unit	1	2	2	2	2	3	4	2
Medium Unit	2	3	4	4	4	4	6	3
Large Unit	4	4	6	6	6	8	10	4
Unit Size	Gross Sales Potential							
Small Unit	\$2910.00							
Medium Unit	\$4800.00							
Large Unit	\$7500.00							

Another guideline for ordering show n sell is to order 50% of last year's total sale. Use unsold product to supplement your take order sale.

ORDER PICKUP INFO

Pick-Up Guidelines

- Bring enough vehicles to carry your entire order in one trip.
- Bring order documents and verify your order as it's loaded.
- Bring someone to help you count your order as it is loaded



Vehicle Guidelines

- | | |
|----------------|----------|
| • Mid-Size Car | 20 cases |
| • Jeep | 30 cases |
| • Mini-Van | 40 cases |
| • Suburban | 60 cases |
| • Pickup w/cap | 70 cases |
| • Van | 90 cases |

Pickup Locations

- Show - N – Sell August 26
 - All Districts

Pepsi Distributing
1 Pepsi Way,
Newburgh, NY 12550

- Take Order November 11
 - Dutchess

James L. Taylor Mfg.
130 Salt Point Turnpike
Poughkeepsie, NY 12603

- Delaware River

Probuild Liquidation Center
30 Golf Links Rd.
Middletown, NY 10940

- Heritage

Pepsi Distributing
1 Pepsi Way,
Newburgh, NY 12550

- Rockland

Educational Warehouse
18 Ford Products Rd
Valley Cottage, NY 10989

UNIT POPCORN KICKOFF



The Unit Popcorn Kickoff is a great way to **ENGAGE** and **EXCITE** your Scouts. It is also the perfect opportunity to educate parents on the importance of selling popcorn to fund your Scouting program.

★ **TIP:** As the unit kernel, recruit help in planning the party!



BEST PRACTICE STEPS TO SUCCESS

1 Promote Popcorn Program & Tips

- Let Scouts sample product and pick their favorite
- Review Selling Tips and Safety Tips
- Have Scouts practice and role play their sales pitch
- Briefly discuss the different selling methods



2 Prizes & Giveaways

- Give out small prizes at the kickoff to excite the Scouts
- Inform parents about the Trail's End Scholarship Program
- Show pictures of last year's adventures that were paid for through popcorn
- Promote unit and Scout specific incentives, such as free camp, pie in the face, or a top seller party
- Don't forget about our Amazon gift card online selling prize program!*

3 Set The Stage

- Think of the last time you were at a pep rally
- Have a podium with a stage or backdrop
- Hang banners, posters, streamers, balloons
- Play music!
- Wear cornhead hats or costumes to fit a theme
- Display your Unit Goal Poster and set a goal



4 HAVE FUN!

- Bean bag toss
- Silly string fight
- Mystery box
- Jumpin' for George (money jump)
- Ring toss
- Bubble gum blowing contest

*Visit [Sell.Trails-End.com](https://sell.Trails-End.com) or Trails-End.com for more information.

LEAD NEW ADVENTURES

Through The Trail's End Popcorn Sale



Leader Guide

Tools For Success

- Plan Your Sale
- Online Selling
- New Piece Patch
- New Trail's End University
- Popcorn System
- Military Donation Program
- Trail's End Scholarship Program

EVERY GREAT ADVENTURE STARTS WITH A PLAN

1. Develop A Unit Activity Plan
What programs do you want to execute this year?

2. Create Or Review Your Unit's Budget
How much will the annual programs cost?

3. Set Your Unit's Sales Goal
Based upon funds needed for your program

4. Set A Sales Goal For Each Scout
Give Scouts something to aim for

5. Host A Fun Kickoff Rally
Motivate Scouts, inform parents, and provide selling tools

6. Have Fun Selling Trail's End
Fund your unit's entire year of Scouting!

For more information and tools for a successful sale, go to Sell.Trails-End.com

SELL ONLINE!

Raise More Money In Less Time With Less Effort

Raise More Money

- Average Online Sale in 2016 was \$62 vs. \$18 selling face-to-face
- Amount Returned to Scouting increased by 49% vs. 2015

Technology Makes Selling Easy

- Scouts register an online account and personalize it with a fundraising bio, photos, videos and more
- Personalized pages can easily be shared with family and friends via email, text message and social media

NEW Features

- Notifications for Scouts & Leaders via website, email and text message
- Sales Performance chart showing webpage visitors, number of shares and more
- National Sales Leaderboard so Scouts can see where they rank across the country

Online Prize Programs

- Scouts earn 5% back on an Amazon Gift Card, once \$300 in sales is recorded
- Every Unit that sells \$1,000+ online will receive \$100 for a year-end party



NEW SUPERHERO COLLECTION PATCH

Evil villain robot Mega-Corn the Destroyer has come to planet Earth to eat all of the world's popcorn, so Earth has called upon **The Popcorn Squad**, a group of adventurous Scouts with super powers, to stop Mega-Corn before Earth is eradicated of popcorn!

- **Participation Patch** - Sell at least one product
- **One of Each Patch** - Sell one of each product offered by your council
- **Sellers Club Patch** - Sales goal determined by your council
- **Online Patch** - Sell at least one product online
- **Military Patch** - Sell at least one Military Donation
- **Top Seller Patch** - Sales goal determined by your council



Unit Leaders will order the patch pieces for their unit through their council's prize ordering process.

Paid for by Trail's End

New, exciting products will be added throughout 2017!

Scouts can register accounts at Trails-End.com

MILITARY DONATION PROGRAM

Your customers can support both you and our military by purchasing a military donation. 70% goes back to Scouting, and a gift of popcorn is sent to military men & women, their families, and veteran organizations.

- To date, more than **\$47 million** in popcorn has been donated to U.S. Troops and veteran organizations
- Over **4,500 tons** of popcorn has been shipped to military bases



MANAGE YOUR ENTIRE SALE THROUGH THE POPCORN SYSTEM

Manage all aspects of your unit's sale in one place! The Trail's End Popcorn System enhanced functionality makes running your popcorn sale easier.

- Place traditional popcorn sale orders for your unit
 - Enter and/or track your unit's sales by Scout
 - Fully integrated Online Selling System - Single Login
 - Order your unit's prizes at the end of the sale (follow links to prize vendor sites)
 - Run sales reports as well as your unit's invoice
-



2017 ONLINE SALES

Raise More Money in Less Time with Less Effort



SPEND LESS TIME & LESS EFFORT SELLING

You don't have to collect money!
You don't have to deliver products!
You can sell whenever, wherever!

CREATE A PERSONALIZED WEBPAGE

Share your personalized selling webpage
with friends & family via email & social media!



THE AVERAGE ONLINE ORDER IS ALMOST 4 TIMES GREATER THAN DOOR-TO-DOOR ORDERS!

START YOUR NEXT ADVENTURE
AT TRAILS-END.COM



ONLINE PRIZE PROGRAM

**EARN 5% FOR EVERY DOLLAR
SOLD ONLINE, OVER \$300!**



**Hit a goal of \$300 = \$15 Amazon e-gift card!
Sell \$2,500 & qualify for the Trail's End
Scholarship of 6% of your total sales**



**ONLINE ORDERS ARE
NEARLY 4X HIGHER
THAN DOOR-TO-DOOR**



**LESS TIME &
LESS EFFORT
SPENT SELLING**



**NO NEED TO
HANDLE MONEY**



**PRODUCTS
DELIVERED DIRECTLY
TO THE CONSUMER**



**START YOUR NEXT ADVENTURE
AT [TRAILS-END.COM](https://trails-end.com)**



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 Sales 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



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 requirement 3d – Create a 200 word article about your Troop's Popcorn Sale



Movie Making

For requirement 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 Transportation

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

Rank advancement can be achieved through the popcorn sale in various ways as illustrated above. Make it part of your Den or Patrol meetings

SAFETY FIRST

- **Buddy System:** Always have a buddy or adult with you when selling.
- **House Rules:** Politely decline to enter a stranger's house unless an adult is with you.
- **Money Matters:** Keep checks and cash in a Trail's End sale envelope with your name on it.
- **Road Rules:** Walk on the sidewalk whenever possible and always look both ways when crossing the street.
- **Curfew:** Never sell after dark.

TOP SELLING TIPS

- **ALWAYS** wear your uniform
- **ALWAYS** smile and introduce yourself
- **ALWAYS** ask your customers if they would like to support Scouting
- **ALWAYS** know the popcorn flavors you are selling
- **ALWAYS** say "Thank You!"

DID YOU KNOW?

Scouts that set a goal are twice as likely to fund their entire year of Scouting. **What's your goal?**

HAVE THE BEST SALE EVER!

For more information, videos or helpful tips, visit us at **Sell.Trails-End.com**. You can also find us on social media and share your adventures with us!



/TrailsEndPopcorn



@TrailsEndSnacks



TrailsEndSnacks



@TrailsEndPopcorn



/TrailsEndSnacks





SCOUT SALE PLANNING WORKSHEET

Can you think of 10 people that will support your Scouting adventures with a purchase of popcorn?

- | | | | |
|-------|----------|----------------|------------------|
| Mom | Uncles | Neighbors | Teachers |
| Dad | Grandmas | Church Members | Family Friends |
| Aunts | Grandpas | Babysitters | Parents' Friends |

Who else can you think of? Make a list of 10 people and the amount they might buy.

1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
	TOTAL	\$

Don't forget about Online Sales!

Register your Scout account anytime at

Trails-End.com

to sell to family and friends that live far away.

HOW TO RUN A SUCCESSFUL STOREFRONT SALE



SECURE A LOCATION

Start early! Find high traffic locations in your area and secure dates and times for your unit. With permission from the store manager, position your table in front of the entrance. Don't underestimate local sporting events and tailgates!

MAKE A SCHEDULE

Determine which Scouts will work which time slots; 2-3 Scouts per shift is recommended. Keep shifts short (1-2 hours) so Scouts do not lose energy. Try to pair experienced or outgoing Scouts with those that are more shy.

ARRANGE CREDIT CARD PROCESSING

Sign your unit up with a mobile credit card processor. Lead with it at the table; let the customer know up front! Industry research indicates that the ability to accept credit cards increases revenue by as much as 23%.

SET UP TABLE DISPLAY

Be sure to keep your table clean and organized. Hang a Trail's End Show N Sell banner on the front of the table, or have your Scouts design their own (don't forget to include the name of your local community)! Use a Trail's End Flip Board, or make your own, to attract attention and create excitement.



PREPARE SCOUTS AND PARENTS

Scouts should always wear their Class A uniform! Keep Scouts in front of the table, instead of hiding behind it. Give each Scout a responsibility: promote the sale, bring customers to the table, go over product options and close the deal. Make sure parents at each shift have change to break large bills. Pull donations together and put towards Military Donations.



TOP SELLER TIP

Our Top Seller, Luke, suggests up-selling to earn a higher sale. For example, if a customer likes a chocolate product, recommend the Chocolate Lover's Collection. Or, if they aren't interested in the food products, offer a Military Donation.



RESOURCES

Visit [Sell.Trails-End.com](https://sell.trails-end.com) for more sale resources, including downloads of our Show N Sell banners and Flip Board.

THANK YOU!



Dear _____,

Thank you for your purchase and for supporting the **Boy Scouts of America**! Your donation directly helps me create lifelong memories. Through adventures such as camping, hiking and fishing, I learn to be a self-reliant and resourceful leader while building character and courage.

I appreciate your support!

Scout, Unit

You can support Scouting year round at Trails-End.com

My Scout Code: _____



A great way to increase your sale is to show your customers you appreciate them and the support you received from them.

Using this thank you card is two-fold, one it shows the customer that you do appreciate their support and the second way is you put your online scout code on the bottom where the customer can support you down the road through online sales if they choose at 50% commission.

UNIT KICKOFF CHECKLIST



LOGISTICS

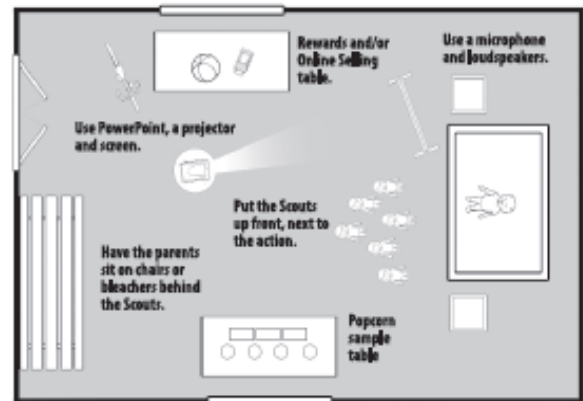
- Location
- Date & Time
 - Send invitations!
- Recruit Help

ATMOSPHERE

- Theme Games & Activities
- Music
- Decorations

CONTENT

- Media
 - Training videos
 - Motivational videos
- Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- Presentation
- Product Samples
- Rewards / Incentives



Example Kickoff Floor Plan

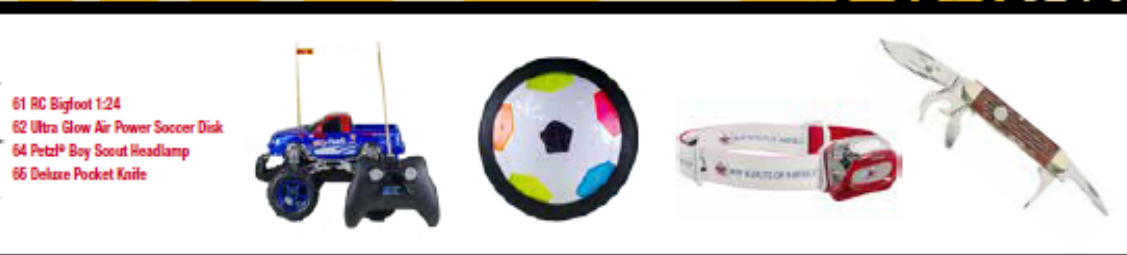
Sample Kickoff Agenda (30 minutes)

- **Grand Opening (5 minutes)**
 - Play music, dim the lights and have fun!
 - Get ideas from our *Host an Awesome Kickoff* video at sell.trails-end.com
- **Share your Scouting program & promote upcoming adventures (10 minutes)**
 - Make sure families understand the benefits of selling popcorn and how it pays for their program
 - Highlight key dates that are important to the popcorn sale
- **Train your Scouts (10 minutes)**
 - Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet
 - Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order, Digital Take Order App, and online at Trails-End.com
- **Showcase your Scout rewards (5 minutes)**
 - Introduce your unit incentive program, including the Trail's End Scholarship Program
- **Big Finish**
 - Have the top sellers from last year throw pies in the faces of the leaders
 - Send everyone home motivated to sell!



Keep it FUN! Keep it MOVING! Keep it SHORT!

\$650
PRIZE LEVEL 6



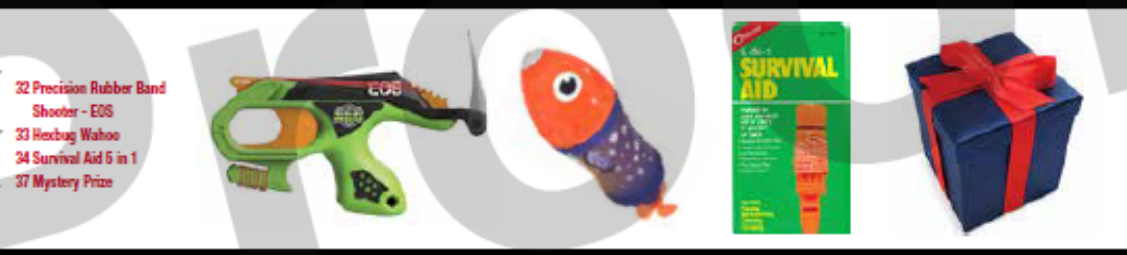
\$450
PRIZE LEVEL 5



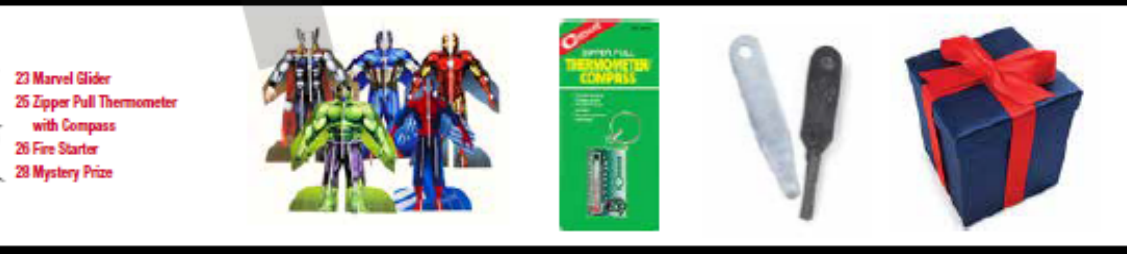
\$350
PRIZE LEVEL 4



\$225
PRIZE LEVEL 3



\$115
PRIZE LEVEL 2



SELL 1 ITEM
PRIZE LEVEL 1

2: Participation Patch
3: One of Each Patch
4: Sellers Club Patch
6: Online Patch
8: Military Patch
7: Top Sellers Patch

Participation Sell 1 of Each Product Sell over \$600+ Make 1 Online Sale Make 1 Military Sale Top Seller Pin Sell \$1000+

Mega-Corn the Destroyer Patch

PRIZE ORDER FORM

Prize total must not exceed sales level achieved. Select a single prize from your sales level category; or you may choose multiple prizes from lower levels that total your sales-level amount or less.

Pack/Troop No. _____

Name _____ Total Sales: _____

Level	Description	Quantity

POPCORN SALES

Hudson Valley Council

2017

MY GOALS

MY PRIZE GOAL

\$4000
PRIZE LEVEL 14

- 140 Apple Ipad Mini
- 141 Playstation 4 Pro
- 142 Xbox One S (color may vary)



\$3500
PRIZE LEVEL 13

- 130 BSA Camping Package
- 131 Go Pro Camera
- 132 Wireless BEATS Headphones
- 133 8" Tablet



\$2750
PRIZE LEVEL 12

- 121 Space Scooter X580
- 110 RC Ferrari 1:8
- 111 Football Table
- 112 Osprey Skarab 24 Daypack



\$2000
PRIZE LEVEL 11

- 102 BattleBots Arena
- 103 Inflatable Hammock (color may vary)
- 104 Radio Midland T71 2-Way
- 113 Sundome 4 Person Tent



\$1500
PRIZE LEVEL 10

- 101 Minecraft Feature Figures Multipack
- 90 RC Jeep Mud 1:14
- 93 Daylite Osprey Pack
- 96 Mystery Prize



\$1300
PRIZE LEVEL 9

- 92 Hot Wheels Construction Crash Kit
- 94 Swiss Army Huntsman Pocket Knife
- 95 Set Bow 9.5lb Compound
- 100 Microblade Mini Drone



\$1000
PRIZE LEVEL 8

- 80 RC Tumblebee
- 82 Planetarium Projector
- 84 Swiss Army Tinker Knife
- 85 Spincasting Fishing Rod Kit



\$850
PRIZE LEVEL 7

- 73 Smithsonian Telescope
- 76 4" Multi Tool
- 77 Compass Silva Guide
- 78 Mystery Prize



Contests

We will have two contests this year.

100 Participation Patch Design

The first will be for a 100 % participation patch. We will take submissions from scouts of designs for a patch this year to go to all units with 100% participation in the popcorn sale. Units can submit patches designs to Frank Giusto at frank.giusto@scouting.org up until October 31, 2017. The winning patch designer will receive a \$50 gift card as a thank you. The patch will be given out in the beginning of next year after the final figures are in on the sale.

Early Commitment Raffle

All units that fill out an early commitment form will be eligible for chance for a Unit Ice Cream Party. We will have a drawing for each district for one of four parties. The drawing will be at the end of August. You will able to have it when you choose, Popcorn Kickoff, Christmas, Blue and Gold or just because.

**Stay Tuned! You never know
what else might happen.**



BOY SCOUTS
OF AMERICA®
HUDSON VALLEY COUNCIL

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