



BOY SCOUTS OF AMERICA®
HUDSON VALLEY COUNCIL

2018 Unit Popcorn Guidebook



Over 73% goes to local Scouting



2018 POPCORN SALE

WELCOME!

Dear Popcorn Kernels.

Thank you for choosing to participate in the popcorn sale. With the help of everyone we had a successful sale for our scouts, units and council. We are hoping to build off the momentum of that sale this year with some new ideas which will be outlined for you.

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 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

2018 IMPORTANT DATES

JUNE

June 7 Popcorn Training Seminar – Middletown – Holy Cross Church
June 20 Popcorn Training Seminar – Pomona – Boulders Stadium

JULY

July 10 Popcorn Training Seminar – Fishkill – First Reform Church of Fishkill

AUGUST

August 23 Show - N – Sell Orders Due

SEPTEMBER

September 8 Show - N – Sell Pickup – Pepsi Newburgh
Remember To Have A Unit Kickoff

OCTOBER

October 21 Get In Some Last Minute Show – N - Sells
October 25 Show and Sell Settlement Date (Product and/or Payment)
Unit Take Orders Due

NOVEMBER

November 5 Prize Orders Due
November 9 Popcorn Sorting (Select Locations)
November 10 Popcorn Pick-Up (All Locations)

DECEMBER

December 3 Final Popcorn Payments Due

2018 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 David.horton@scouting.org
Heritage District		
District Kernel	District Kernel	Professional Staff
Susan Cabrera (845) 645-6588 susanmcabrera@gmail.com		Jon Whitaker (845) 566-7300, Ext. 324 jon.whitaker@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

2018 SALE CHANGES

Avengers Initiative

- Opening weekend private showing of Avengers 4, popcorn and drink included
- One ticket for every \$600 in sales

Unit Gift Cards

- Unit gift cards now start at \$1,500 sales level

Scout Prizes

- Gift card levels now coincide with prize levels
- Prizes are rated at over 4%, some up to 12%

Raffles

- Each online sale will be an entry for Osprey Daylite pack raffle by District
- Each App sale will be an entry for 60L backpack raffle by District

Change in Products

- Drop White Chocolatey Pretzels
- Add Cheese Lovers Tin

Enhanced Kickoff Boxes for Units That Commit To Selling Popcorn by July 11

- Samples
- Ribbon for unit flag
- “Support Our Troops” Show N Sell Banners

“Support Our Troops” Incentives

- “Support Our Troop” Ribbon for your unit flag at \$500 traditional (not online) Military Sales
- Custom HVC Military appreciation patch for selling scouts in units turning in \$1000 in traditional (not online) Military Sales
- Choice of Camp Chef Explorer stove, Camp Chef Griddle for Explorer or Campmaid 3 piece outdoor cook set with dutch oven for units t in \$2000 in traditional (not online) Military Sales

PRODUCT MIX BY SALE

SHOW AND SELL PRODUCT MIX

Product	Retail Price
Gold Military Donation	\$50
Silver Military Donation	\$30
Cheese Lovers Collection Tin	\$35
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	\$13
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 Tin	\$35
Chocolate Caramel Crunch	\$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	\$13
Popping Corn	\$10



2018 UNIT INCENTIVES

UNIT COMMISSION

- All units will receive a 35% commission on their face to face and SNS popcorn sales.
- Sell over \$10,000, receive an additional 2% on total sale bringing those units to 37%
- Online sales bring 50% commission back to Unit

POPCORN MACHINE PROGRAM

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

- First Time Selling Unit with at least \$4000.00 in sales.
- Any unit with an increase of \$4000 over 2017 sales.



UNIT GIFT CARD INCENTIVE

- \$1,500 in total unit sales receives one (1) \$50 Scout Shop Gift Card.
- \$2,500 in total unit sales receives one (1) \$100 Scout Shop Gift Card.
- \$5,000 in total unit sales receives one (1) \$150 Scout Shop Gift Card.
- \$7,500 in total unit sales receives one (1) \$200 Scout Shop Gift Card.
- \$10,000 in total unit sales receives one (1) \$250 Scout Shop Gift Card.
- \$15,000 in total unit sales receives one (1) \$300 Scout Shop Gift Card.
- \$20,000 in total unit sales receives one (1) \$350 Scout Shop Gift Card.

MILITARY SALES INCENTIVE

- Units having \$500 in traditional sales will receive a "Support our Troops" military appreciation ribbon for their unit flag
- Units having \$1000 in traditional sales will receive military appreciation patch for all selling scouts in their unit
- Units having \$2000 in traditional sales will receive their choice of one of three prizes
 - Camp Chef 2-burner Explorer Stove
 - Camp Chef Professional 14" x 32" Fry Griddle
 - Camp Maid 3 piece outdoor cook set with Dutch Oven

Unit popcorn accounts must be in good standing (Dec 3, 2018- All Accounts Reconciled).

2018 UNIT INCENTIVES



Military Appreciation Patch



"Support Our Troops" Ribbon



Camp Chef 2 Burner Explorer Stove



Camp Chef Professional 14" x 32" Fry Griddle



Camp Maid 3 piece outdoor cook set with Dutch Oven

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, a scout sells one item they receive a participation patch.
- We maintained fourteen prize levels with the top prize level being \$4000.00.
- Average prize values are 4.37%, with top value at 12%
- Gift cards available from Scout Shop, Wal-Mart and Amazon
- Gift cards are valued at 4%

AVENGERS INITIATIVE (\$600 CLUB)

For every 600 dollars in individual sales (online, SNS and take order), scouts will receive one admission with additional tickets for each subsequent \$600 in sales:



Youth Prize Package

AVENGERS INITIATIVE - \$600 CLUB (cont.)

- We will have a private showing of the Avengers 4 movie
 - Opening Weekend in May 2019
 - Theatre is ours before opening, no one but us
 - Admission Ticket
 - Popcorn
 - Drink
 - Popcorn Kernel from Units with \$600 sellers also invited for free
 - Parents and siblings of \$600 sellers may attend for \$9.00 fee with 4 ticket limit
 - For those not wanting to attend Avengers 4 we will secure Renegades or Boulder tickets as substitute





TOP SELLERS CLUB - \$2500 SALES

- Receive a special invite for scout and one parent to our council recognition dinner
 - Scout will walk like at graduation
 - Presented with Top Seller/Scholarship Certificate
 - Special Council Strip
 - Recognized in Event Program

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.


**2018 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:

Address:

City: State: Zip:

E-Mail:

Phone (H):

Phone (W):

Phone (C):

Order:

Sales Level	Quantity Scout Shop	Quantity Amazon	Quantity Wal-Mart
\$ 115	0	0	0
\$ 225	0	0	0
\$ 350	0	0	0
\$ 450	0	0	0
\$ 650	0	0	0
\$ 850	0	0	0
\$1000	0	0	0
\$1250	0	0	0
\$1500	0	0	0
\$2000	0	0	0
\$2750	0	0	0
\$3500	0	0	0
\$4000	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 21, 2018.
- 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		\$35	\$25	\$25	\$20	\$20	\$15	\$13	\$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	\$2927.00								
Medium Unit	\$4828.00								
Large Unit	\$7550.00								

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 September 8
 - All Districts Pepsi Distributing
1 Pepsi Way,
Newburgh, NY 12550
- Take Order November 10
 - Dutchess TBA
 - Delaware River TBA
 - Heritage TBA
 - Rockland TBA

Contests

We will have three contests this year. Two are sponsored by council and one by Trails-End.

App Order Raffle

We will have a raffle for **SCOUTS** that use the Trails-End App (unit sales at SNS will not count). Units can set up App to have credit cards deposited directly into their bank account. Every sale using the Trails-End app will be an entry into the contest. There will be a first and second place prize per district. First will be a large 60l backpack and second place will be Camillus folding knife.

Online Order Raffle

We will have a raffle for **SCOUTS** that use the Online Sales system (unit sales will not count). Every sale using the Trails-End online system will be an entry into the contest. There will be a first and second place prize per district. First will be an Osprey Daylite backpack and second place will be Camillus folding knife.

Walt Disney World Online Contest

Scouts that register an account with **trails-end.com** and record one online sale will have a chance to win a trip for two to **Walt Disney World®** Resort.

- **Eight Scouts to win a trip! Here's how:**
 - Three Scouts who record at least one online sale will be randomly selected. You'll receive one entry for each online sale recorded, so the more orders you record, the more chances of winning you'll have.
 - Five Scouts who are the online Top Sellers.

Stay Tuned! You never know
what else might happen.



PATH TO ADVANCEMENT

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

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



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



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.

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.

\$650
PRIZE LEVEL 6

- 64 Titanium Rainbow Knife
- 65 Headlamp Tikina 150
- 66 Lantern Luci 2.0
- 67 BSA Hammock



\$450
PRIZE LEVEL 5

- 51 Lighted Soccer Ball
- 54 Spy Science Kit
- 55 Stratus Fleece Sleeping Bag
- 56 Metallic Green/Black Knife



\$350
PRIZE LEVEL 4

- 42 Robotic Hand
- 44 Assorted Star Wars Lego Kits
- 45 Rainbow Blade Knife
- 47 BSA Mess Kit



\$225
PRIZE LEVEL 3

- 30 EOS Rubber Band Shooter
- 32 Lighted Ball (Assorted Colors)
- 34 Pocket Knife
- 37 Doohickey



\$115
PRIZE LEVEL 2

- 21 Dino Egg
- 23 Slimeball
- 26 Original Spork
- 27 Knot Tying Cards



**any
sale**
PRIZE LEVEL 1

- 1 Popcorn Patch 2018



Products subject to substitution of equal or greater value.



\$600 CLUB

Private Viewing
Opening Weekend
Movie, Popcorn & Drink
Every \$600 = One Ticket



MILITARY PATCH

Military Appreciation Patch
for all participating scouts
in units selling over \$1000
in military sales.

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

2018 **POPCORN** SALES

HUDSON VALLEY COUNCIL

MY GOAL \$

MY PRIZE GOAL



- 140 Apple Watch
- 141 Nintendo Switch
- 143 Gold Camping Bundle



\$3500
PRIZE LEVEL 13

- 130 Apple AirPods
- 131 Wireless BEATS Headphones
- 132 Gold Camping Bundle



\$2750
PRIZE LEVEL 12

- 120 Ninja Rope & Ninja Line
- 112 Mountaineer 70L Backpack
- 113 Tuck 20 Degree Long Bag



\$2000
PRIZE LEVEL 11

- 111 Starblade Drone
- 102 Imperial TIE Fighter Lego Kit
- 103 Leatherman Super Tool
- 104 V Pad Insulated Static



\$1500
PRIZE LEVEL 10

- 100 RC Soccer Arena
- 92 Nano Space Station
- 93 Leatherman Leap
- 94 Coleman 2 Burner Stove



\$1250
PRIZE LEVEL 9

- 90 Assorted Super Heroes Lego Kits
- 91 Build Your Own Drone
- 86 Large Bayco Flashlight
- 82 Quadcopter Turbo Runner



\$1000
PRIZE LEVEL 8

- 81 Star Wars Starship Set
- 83 Magic Kit
- 84 Cookset Ketalist
- 85 Leatherman Squirt



\$850
PRIZE LEVEL 7

- 70 Escape Room Game
- 73 Point & Shoot to Fly Drone
- 75 Goal Zero Flip 10 Power
- 76 SOL Scout Survival Kit



NOTES





BOY SCOUTS
OF AMERICA®
HUDSON VALLEY COUNCIL

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Hudson Valley Council
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