



# 2019 HVC Popcorn Guidebook



# 2019 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 updated our website with forms and tools to help you. Trails End is rolling out a new consolidated App to make the kernels and scouts lives easier. Secondly you need training and this year we are supplying four 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 Kernel. Trails end is going to have a fully staffed help desk to work with any technical issues, together we stand ready to assist you and help 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,

Judy Robbins  
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.
- 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

# 2019 IMPORTANT DATES

## JUNE

June 6	Orange County Popcorn Training Seminar – Middletown – Holy Cross Church
June 19	Rockland County Popcorn Training Seminar – Camp Bullowa – Corbo Center

## JULY

July 2	Dutchess County Popcorn Training Seminar – Camp Nooteeming – Welcome Center
July 23	Sullivan County Popcorn Training Seminar – Town of Liberty Senior Center

## AUGUST

August 22	Show - N – Sell Orders Due
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## SEPTEMBER

September 7	Show - N – Sell Pickup – Pepsi Newburgh Remember To Have A Unit Kickoff
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## OCTOBER

October 27	Get In Some Last Minute Show – N - Sells Show and Sell Settlement Date (Product and/or Payment)
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## NOVEMBER

November 1	Unit Take Orders Due
November 15	Popcorn Sorting (Select Locations)
November 16	Popcorn Pick-Up (All Locations)

## DECEMBER

December 9	Final Popcorn Payments Due
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# 2019 SALES TEAM

Dutchess District		
District Kernel	District Kernel	Professional Staff
Patty Carter (845) 635-1558 <a href="mailto:pcarter3@hvc.rr.com">pcarter3@hvc.rr.com</a>	Amanda Giusto (845) 505-3720 <a href="mailto:giusto.amanda@gmail.com">giusto.amanda@gmail.com</a>	Glen McBride (845) 380-7362 <a href="mailto:glen.mcbride@scouting.org">glen.mcbride@scouting.org</a>
Delaware River District		
District Kernel	District Kernel	Professional Staff
Nancy Esposito (845) 292-2683 <a href="mailto:an_capra@hotmail.com">an_capra@hotmail.com</a>	Victoria LaRusso (845) 428-0039 <a href="mailto:victoria970704@gmail.com">victoria970704@gmail.com</a>	David Horton (845) 566-7300 <a href="mailto:David.horton@scouting.org">David.horton@scouting.org</a>
Heritage District		
District Kernel	District Kernel	Professional Staff
Gretchen Jackson (845) 988-1901 <a href="mailto:heinbach@optonline.net">heinbach@optonline.net</a>		Jon Whitaker (845) 566-7300, Ext. 324 <a href="mailto:jon.whitaker@scouting.org">jon.whitaker@scouting.org</a>
Rockland District		
District Kernel	District Kernel	Professional Staff
Michael Caivano 917-991-1660 <a href="mailto:michael.caivano1@gmail.com">michael.caivano1@gmail.com</a>		Christian Miller 845-566-7300 <a href="mailto:Christian.Miller@scouting.org">Christian.Miller@scouting.org</a>
	Support Team	
<b>Frank Giusto</b> Council Popcorn Advisor (845) 566-7300, ext. 326 <a href="mailto:frank.giusto@scouting.org">frank.giusto@scouting.org</a>	<b>Donna Helt</b> Field & Program Secretary (845) 566-7300, Ext. 307 <a href="mailto:donna.helt@scouting.org">donna.helt@scouting.org</a>	<b>Judy Robbins</b> Council Kernel (845) 389-5323 <a href="mailto:hhvc.robbins@gmail.com">hhvc.robbins@gmail.com</a>

# 2019 SALE CHANGES

## **Wonder Woman 1984**

- Opening weekend private showing of Wonder Woman 1984, popcorn and drink included
- One ticket for every \$600 in sales

## **Unit Gift Cards**

- Unit gift cards now start at \$2,000 sales level, top level is \$14,000

## **Scout Prizes**

- Amazon Gift Cards starting at \$350 Sale Level
- Patches for any popcorn sale

## **Online Sales**

- Commissions will be aligned with SNS and take order at 35% by Trails-End
- All SHIPPING is FREE

## **Change in Products**

- Drop \$13 Caramel Corn Tins to \$10 Bags
- Drop Cheese Lovers Tin To Cheese Lovers Box

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

- Ribbon for unit flag
- "What Popcorn Supports" Show N Sell Banners

## **100% Commission**

- We are offering a one time opportunity for units that did not sell popcorn in 2018
- 100% commission on your first \$500, must sell \$1500 min. and use the new App. or
- 100% commission on your first \$1000, must sell \$3000 min. and use the new App.
- After the first \$500/\$1000 regular commission applies. Account must be settled ontime.

## **New Trails-End App**

- Free credit card processing
- Every scout can do credit card sales (20% higher than cash only)
- All processing will be handled by Square
- \$10,000+ units in 2018 will receive 5 free readers
- \$5,000+ units in 2018 will receive 1 free reader
- Every scout who sold \$3,500 in 2018 receives 1 free reader



# PRODUCT MIX BY SALE

## SHOW AND SELL PRODUCT MIX

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



# 2019 UNIT INCENTIVES

## UNIT COMMISSION

- All units will receive a 35% commission on their face to face, SNS and online popcorn sales.

## POPCORN MACHINE PROGRAM

- Any unit with an increase of \$4000 over 2018 sales will receive a Popcorn Machine



## UNIT GIFT CARD INCENTIVE

- \$2,000 in total unit sales receives one (1) \$50 Scout Shop Gift Card.
- \$4,000 in total unit sales receives one (1) \$100 Scout Shop Gift Card.
- \$6,000 in total unit sales receives one (1) \$150 Scout Shop Gift Card.
- \$8,000 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.
- \$12,000 in total unit sales receives one (1) \$300 Scout Shop Gift Card.
- \$14,000 in total unit sales receives one (1) \$350 Scout Shop Gift Card.

## MILITARY SALES INCENTIVE

- \$750 in sales receives a "Support our Troops" ribbon for their unit flag.
- \$1500 in sales receives military appreciation patches for all selling scouts in their unit
- \$2500 in 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, 2019- All Accounts Reconciled).*



# 2019 UNIT INCENTIVES



Military Appreciation Patch



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 now be able to track their sales and goal from within the app and when sale is over click on a button and have an Amazon gift card code sent directly to them from Trails-End. That code is punched in to their Amazon account and they can purchase any items they choose.

- Patches are a given, a scout sells one item they receive a participation patch.
- Gift cards are valued at 2.85% - 8.00%
- All youth prizes and raffle eligibility will be based on sales reported through the new Trails-End App. It will combine Show N Sell, Take Order and Online Sales.



Wonder Woman 1984 – Opening June 2020

# Youth Prize Package

## WONDER WOMAN 1984 MOVIE TICKETS (\$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:

- We will have a private showing of the Avengers 4 movie
- Opening Weekend in June 2020
- 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



## WONDER WOMAN FIRST DAY COVER SETS (\$1000)

- Set of four Wonder Woman Forever stamps Digital Color Postmark First Day Covers. Having burst onto the male-dominated comic scene in 1941 as the first female superhero, Wonder Woman continues to defuse the world's havoc with truth, justice, and equality.
- Raffle for all scouts that reach \$1000 in sales.
- One set of first day covers per district



# ● Youth Prize Package

## WONDER WOMAN STAMP SHEET (\$1500)

- Wonder Woman 75th Anniversary Sheet of 20 Forever First Class Postage Stamps. Celebrate a diamond anniversary by chronicling her evolution in comics, from World War II origins to today.
- Raffle for all scouts that reach \$1500 in sales.
- One set of stamps per council.



## LEGO LAND FAMILY FOUR PACK (\$2000)

- You can have front row seats to a place where everything is Awesome at LEGOLAND New York Resort! The Park is filled with more than 50 kid-powered, kid-tastic rides, shows and attractions all built for fun!
- Raffle for all scouts that reach \$2000 in sales.
- Four tickets to LEGOLAND New York



## TOP SELLERS CLUB - \$2500 SALES

- Receive a special invite for scout and one parent to our council recognition luncheon
  - 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!



# 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

<b>Recommended Show &amp; Sell Product Mix</b>	Cheese Lovers Collection	Sea Salt Caramel	18 pk Micro Kettle Corn	18 pk Unbelievable Butter	Large Caramel Corn with Almonds and Pecans	Big Bag White Cheddar	Classic Caramel Corn	Popping Corn
Item Retail Price	\$30	\$25	\$25	\$20	\$20	\$20	\$10	\$10
Items Per Case	1	12	6	6	12	12	12	12
<b>Unit Size</b>	<b>Suggested Product Mix</b>							
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	6	10	4
<b>Unit Size</b>	<b>Gross Sales Potential</b>							
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 7
  - All Districts      Pepsi Distributing  
1 Pepsi Way,  
Newburgh, NY 12550
- Take Order      November 16
  - We hope to have a consolidated pickup again this year and we will keep you up to date as more information becomes available.
    - Dutchess      TBA
    - Delaware River      TBA
    - Heritage      TBA
    - Rockland      TBA

# Contests

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.**

<b>1.</b>		\$
<b>2.</b>		\$
<b>3.</b>		\$
<b>4.</b>		\$
<b>5.</b>		\$
<b>6.</b>		\$
<b>7.</b>		\$
<b>8.</b>		\$
<b>9.</b>		\$
<b>10.</b>		\$
<b>TOTAL</b>		\$

**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.







BOY SCOUTS  
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