Dear Scouting Family:

It is once again time for our annual Popcorn Sale.  There are 4 ways our scouts can sell popcorn:

Show and Sell:

This method is designed to sell popcorn that our Unit Popcorn Kernel signs out and picks up at a Council warehouse drop-off point. Then, at a location of our choice you and the boys from our Unit sell the popcorn directly to the public. Suggested locations could include; Grocery Stores, Malls, or any area with a large number of people. Popcorn from this sale will be returnable by the full -unopened case only. Please Note: Customers who buy popcorn in the Show and Sell tend to buy the least expensive items. To insure success it’s our recommendation that your scout also participates in the Take Order Sale.

Show and Deliver:

This is the best way to increase popcorn sales. The scouts in your Unit take an order form and the product door to door in the neighborhoods. The boy sells the product, delivers the product, and collects the money all in one trip.

Take Order Sale:

This sales method is the most effective way for our Unit to raise funds. The scouts take orders on their form and then deliver them to their customers. The order forms are turned in and one unit order is made. Many sales can be made just through asking relatives, friends, co-workers, and neighbors. The popcorn is picked up by the Unit Kernel and distributed to the scouts who made sales for delivery.

Online Sales:

Customers can support your Scout from across the country with trails-end.com. Your Scout can

sell online to help earn their own way and fund their Scouting adventures! You can sign your scout in at [www.trails-end.com](http://www.trails-end.com/). Your scout creates their own web page that they send to people explaining what their unit does and why they are raising money. Trails-End is committed to our scout’s safety and adheres to the Children's Online Privacy Protection Act (COPPA) and do not collect personal information from any scout under the age of 13 without the prior verifiable consent of the scout's parent/quardian.

Money raised during the popcorn sale will be used by our Pack or Troop to maintain and improve the quality of your scout’s Scouting Program that you have come to enjoy. Furthermore, by participating in the Popcorn Sale, your scout will have the chance to earn Merit Badges, Activity Badges, and Achievements. They will have the opportunity to earn prizes; all while having fun, gaining self-confidence, and learning salesmanship techniques, and lessons in financial management. Between the Scout prizes, incentives and the commission that our unit earns we receive approximately 42% - 44% return on our sale , the Council will receive 29% on the sale and use their funds from the Popcorn Sale to improve the Scouting Program throughout our area as well. Make sure your scout sets a sales goal and "does their best" to achieve it. Don’t be shy, last year 4 out of 5 consumers who were asked, purchased popcorn, and they are sure to want even more this year. Your scout should always sell with a friend, wears their uniform, smile, be polite, and say "Thank You", and please do not have them sell after dark unless supervised by an adult. Good luck and have a successful Popcorn Sale and “Thank You” for your support of Scouting.

Yours in Scouting,

Unit Popcorn Kernel