

2018

POPCORNE

SALE



UNIT LEADER GUIDEBOOK



BOY SCOUTS OF AMERICA
ORANGE COUNTY COUNCIL



Prepared. For Life.®

YUM

POP



WHY DOES YOUR UNIT SELL POPCORN?



WOW

YUM

1

POP

WOW

CONTENTS

General Sale Information

District Contacts	Pg.2
Popcorn Top 10	Pg.3
Timeline	Pg.4
How to Order: Popcorn & Prizes	Pg.5
2017 Popcorn Products	Pg.6
Distribution Days	Pg.7
Credit Card Payments	Pg.11
Popcorn Swap!	Pg.13
Commission & Incentives Plan	Pg.15-16

Prize Information

Prize Incentives	Pg.15-16
Duck's Popcorn Club	Pg.16
Special Prize Levels	Pg.17
Prize Flyer	Pg. 18-19

Unit Planning and Support Materials

Online Sale guide	Pg.8
Show N Sell/ Show N Deliver guide	Pg.8-9
Blitz Day Guide	Pg.9
Take Order and Military Sale guide	Pg.9
Steps to success	Pg.10
Goal Setting	Pg.11
Unit Kernel Checklist	Pg.12
Unit Kickoff Planning guide	Pg.14
Corporate Flyer	Pg. 20-21
Unit Popcorn Action Plan	Pg.22

DISTRICT CONTACTS

If you have any questions please visit ocbsa.org/popcorn or contact your District Popcorn Kernel.

Canyons District

Michelle Chilvers Murphy
mrxcmurphy20030603@hotmail.com

Los Amigos District

Rick Schroth
(909) 446-6671
stinji111@gmail.com

Portola District

Mark Britton
(310) 365-7015
m.a.britton@usa.net

El Camino Real District

Matt Harms
(714) 546-8558 x107
matthewh@ocbsa.org

Saddleback District

Matt Harms
(714) 546-8558 x107
matthewh@ocbsa.org

Santa Ana

Evelyn Ayala
(714) 546-8558 x121
evelyna@ocbsa.org

El Capitan District

Elsa Torres
(714) 858-3585
torreselsa@hotmail.com

Orange Frontier District

Kathy Hight
(714) 892-5910
khight314@gmail.com

Pacifica District

Valerie Spingola
(714) 932-3145
val4scouts@gmail.com

Rancho San Joaquin District

Kamilah Mcguire
(510) 557-3744
kamilah.mcguire@yahoo.com

Del Mar District

Heidi Newell
(714) 878-8759
maverickcostumes@gmail.com

Venturing

Hunter Piper
lippoe@aol.com

COUNCIL CONTACTS

Chase Otter
(714) 546-8558 x105
chaseo@ocbsa.org

Roslyn Ortiz
(714) 546-8558 x133
roslyno@ocbsa.org

TOP 10 REASONS TO SELL POPCORN

- 10** Selling Popcorn is RISK FREE! There is no up-front commitment for your unit.
- 9** Units earn up to 36% commission, and Scouts earn cool prizes!
- 8** Scouts can earn money for college.
- 7** Advancement opportunities for Scouts.
- 6** Opportunity to support our men and women in the military.
- 5** Scouts earn money for summer camp and other Scouting activities!
- 4** Scouts learn valuable social and sales skills.
- 3** It's easy and Trail's End Popcorn sells itself!
- 2** Funds your unit's year of Scouting!
- 1** It's FUN!

2017 TOP SELLERS

Troop 93 | Lost Amigos
\$50,707

Pack 541 | Canyons
\$47,375

Pack 700 | El Camino Real
\$46,478

Pack 918 | Saddleback
\$34,391

Pack 697 | Rancho San Joaquin
\$24,590

Pack 600 | Saddleback
\$21,909

Pack 321 | Saddleback
\$21,373

Pack 689 | Saddleback
\$20,807

Pack 278 | Pacifica
\$20,458

Troop 1134 | Pacifica
\$20,431



HOW TO EARN AN ADDITIONAL 8% IN COMMISSION

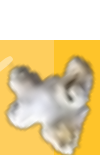
STEP ONE: ATTEND UNIT KERNEL TRAINING

STEP TWO: SUBMIT YOUR UNIT POPCORN PLAN BY 8/18

It's that easy! As a Unit Kernel, all you have to do is attend a Unit Kernel Training and submit your Unit Popcorn Plan on time. That automatically bumps your unit up to a 34% commission for the popcorn sale! See page 15 for details on the commission structure.

POPCORN TIMELINE – Mark Your Calendar!

- Tues, June 26** Unit Popcorn Kernel Training from 6:30pm-8pm at the Council Service Center (Dinner at 6pm).
- Sat, Aug 4** Unit Popcorn Kernel Training from 8:30am-10am at the Council Service Center (Light breakfast served).
- Sat, Aug 18** Popcorn Sale Kick-Off, Kit Pick-up, and Youth Sales Training 10am-12pm at the Council Service Center . Popcorn Plan due. Email to roslyno@ocbsa.org.
- Wed, Aug 29** Show-N-Sell and Show-N-Deliver Orders due online.
- Sat, Sept 15** Popcorn Distribution for Show-N-Sell & Show-N-Deliver at the OC Food Bank.
- Fri, Oct 19** **SNS/SND Account Close Out for units WITH Returns** from 8am-12pm at the Council Service Center. Only unopened cases will be accepted. Cheese, 3 Pack Microwave and Chocolate products **cannot** be returned.
- Mon, Oct 22** Take Order popcorn orders due online.
- Fri, Nov 2** Prize Orders due online at trails-end.com. Ducks' Popcorn Club names due online at ocbsa.kintera.org/DuckClub.
- Thurs, Nov 8** **SNS/SND Account Close Out for units with NO Returns** at Roundtable.
- Sat, Nov 10** Take Order Popcorn Distribution at the OC Food Bank.
- Thurs, Dec 13** **Take Order Account Close Out** at Roundtable.
- Ducks Game** Date to be determined. Duck's Popcorn Club Member Celebration & T-shirt pick up.



PLACING YOUR ORDERS

If you need your Trail's End user name and password, contact your District Popcorn Kernel or Roslyn Ortiz at roslyno@ocbsa.org.

Show & Sell | Show & Deliver Orders - Order online at sell.trails-end.com

Due on: Wednesday 8/29

Visit the Trail's End Popcorn System, click on *Orders* in the top row on the main screen and then click on *Unit Order* for *Show & Sell*. You will then enter the amount needed by the case. **Show & Sell and Show & Deliver popcorn is ordered by the case ONLY.**

Take Order - Order online at scouting.trails-end.com

Due on: Monday 10/22

Visit the Trail's End Popcorn System, click on *Orders* in the top row on the main screen and then click on *Unit Order* for *Take Order*. You will then enter the amount needed by container. The system will automatically generate into cases and containers. Take Order popcorn can be ordered by the piece, unlike Show & Sell.

Prize Orders - Order online from the Trail's End system

Due on: Friday 11/2

Please make sure that you enter your email address correctly into the Trails End system. Please contact Roslyn Ortiz at (714) 546-8558 x133 or roslyno@ocbsa.org with any questions.

All Trails End forms can be found at: sell.trails-end.com. Local popcorn forms can be found at: ocbsa.org/popcorn.

ACCOUNT SETTLEMENT

When the sale is complete, units keep their commission and turn in the difference to Council. Payments are to be made with one check payable to OCBSA. Payments not received by the deadlines listed below are subject to a 1% interest penalty every week until payment is made.

Show-N-Sell | Show-N-Deliver: October 19 with Returns

Show-N-Sell | Show-N-Deliver: November 8 NO Returns at District Roundtable

Take Order: December 13 at District Roundtable

Prize Orders: Friday, November 2

All prize orders (including patches and prize incentives) must be submitted by this deadline. Prize orders cannot be submitted after this deadline. Unit commissions cannot be adjusted after this date.



2018 PRODUCT LINE

(1:1) is the Case to Container ratio.



\$25

White Chocolatey Pretzels
(1:12) NO RETURNS



\$25

Chocolatey Caramel Crunch
(1:12) NO RETURNS



\$22

Salted Caramel Corn
(1:12) Returnable on 10/20



\$20

Premium Caramel Corn with Almonds, Cashews, & Pecans
(1:12) Returnable on 10/20



\$15

White Cheddar Cheese Corn
(1:12) NO RETURNS



\$15

Jalapeno Cheddar Cheese
(1:12) NO RETURNS



\$10

Caramel Corn
(1:12) Returnable on 10/20



\$10

Popping Corn
(1:12) Take Order ONLY



\$5

Unbelievable Butter - Microwavable 3 pack
(1:12) NO RETURNS
QUANTITIES ARE LIMITED
Show-N-Sell ONLY



\$22

\$18

Unbelievable Butter - Microwavable
(1:6) Returnable on 10/20
Kettle Corn - Microwavable
(1:6) Returnable on 10/20

Each sold separately.



\$60

Chocolate Lover's Collection
White Chocolatey Pretzels
Milk Chocolatey Pretzels
Chocolatey Caramel Crunch
Milk Chocolate Pecan Clusters
(1:1) Take Order ONLY



\$30

Cheese Lover's Collection
White Cheddar Cheese Corn
Cheddar Cheese Corn
Jalapeno Cheddar Cheese
(1:1) NO RETURNS

POPCORN DISTRIBUTION DAYS

Saturday, September 15 & November 10

All Orange County Council Scout Units will pick-up Popcorn Orders from 7:30AM to 10:30AM. Please email or call your District Popcorn Kernel to schedule an appointment to pick up your unit's popcorn order.

Directions

OC Food Bank | 11870 Monarch St., Garden Grove CA 92841

From the North

Exit 22 FWY on Beach Blvd going North
Turn LEFT onto Chapman Ave
Turn RIGHT onto Monarch St
Turn RIGHT onto Hunt Ave
OC Food Bank Entrance is on your RIGHT

From the South

Exit 5 FWY onto Beach Blvd going South
Turn RIGHT onto Chapman Ave
Turn RIGHT onto Monarch St
Turn RIGHT onto Hunt Ave
OC Food Bank Entrance is on your RIGHT



WHAT SIZE VEHICLE WILL I NEED?

We've assembled this guide to help you determine what type of vehicle(s) you will need to pick up your order. Please keep in mind that these are estimates based on having no other items or passengers in the vehicle with you. Please bring tie down straps or rope as necessary.



Midsize Car

Up to 20 Cases



Minivan or Midsize SUV

20 - 60 Cases



Large Truck or SUV

60 - 80 Cases

NOT RECOMMENDED



WAYS TO SELL POPCORN

There are 6 methods, each has its own benefits, but all are great ways to sell. Units are encouraged to use each method for maximum results in hitting your sales goals.

Online Sales (Easiest | Fastest | Most Convenient)

Expand your reach with online sales! Scouts can increase their sales by using Trail's End online. All online sales from August 1 through October 22 count toward prizes and incentives, plus, it's easy! Online orders are shipped directly to the customer, so you don't have to worry about extra product to deliver. Don't forget to promote online selling at your popcorn kick-off and offer incentives for online sales. This year there will be specialty items that will only be available online, such as coffee, chocolates, and more!

Scouts create an account at sell.trails-end.com and ask family and friends to support the sale. Leaders create an account at sell.trails-end.com and track the unit progress and individual Scout sales.

Show-N-Sell (Booth Sales | Store Front Sales | Business with permission)

This type of popcorn sale is where a unit places a popcorn order at the beginning of the popcorn campaign on August 29th to sell at a booth in front of a store front, bank, or other place determined by the unit. This booth is usually a table for displaying the popcorn items along with posters and signage to advertise what and why they are selling popcorn. The sale takes place at the store front and money/Military donations are collected at the same time the product is given to the customer. This type of selling is a great way for units to work together and sell the popcorn for their unit.

A unit may sell the popcorn during the life of the popcorn campaign and after, as needed, however all money for Show-N-Sell must be turned in on money collection date.

Store Front Sales — Certificate of Insurance

Some stores may require a Certificate of Insurance before you can sell in front of their store. You may receive this from Council by filling out the Request for Certificate of Insurance form located at ocbsa.org/popcorn under resources.

In most cases the store does not want to track the units coming to sell, so selling will be on a first come, first sell basis and to be scheduled with the store location of your choice. Stater Bros. and Irvine Property storefronts are the only council coordinated booth sales. Please visit www.ocbsa.org/popcorn to sign up for these store fronts.

Show-N-Deliver (Door-to-Door Sales)

This type of popcorn sale is where a unit places a popcorn order at the beginning of the popcorn campaign on August 29th to sell door-to-door and have the product on hand to deliver immediately to the consumer.

Tips for Success:

- Before you pick up the product, find out who is going to do door-to-door sales and make arrangements to get them product ASAP.
- Make sure the Scouts know where they can pick up more product throughout the sale.
- Keep tabs on your Scouts progress so they don't end up with a lot of unsold product at the end of the sale.

WAYS TO SELL POPCORN



Blitz day (Great way to try out Show-N-Deliver)

Do you have Scouts/Parents that are intimidated to go door to door in their neighborhood? Besides being a proven way to sell more product and higher priced items in less time, it helps those Scouts who have a hard time standing at a booth for a whole shift. So help them see how easy Show-N-Deliver can be with a Blitz Day! How it works:

- Unit Kernel with help from the Unit Leadership selects a neighborhood and date/time for the Blitz
- To maximize time, the Kernel can use google maps to pre-select team routes
- Scouts/Parents that are participating arrive at a gathering point with wagons
- Kernel groups Scouts/Parents into teams and give maps for their route. Wagons are filled with product, each team gets product guide, money envelope with change.
- And then they're off to sell!
- Kernel can standby with extra product to refill wagons as needed (use cell phones or walkie-talkies if you're selling in a large neighborhood)
- End the Blitz with fun prizes and recognition: Most sold, Most No's, sold one of everything. . .

Take Order (Popcorn Order Form)

This type of popcorn sale is where the popcorn order is placed on the scouts popcorn order form. This can happen a few different ways:

- An individual scout takes around a popcorn order form to friends, family, neighbors, etc. The Popcorn is delivered later, in November.
- Your unit can also do a "Blitz Day" sale with Take Order forms, where scouts canvas a pre-determined area of homes and fill up their order forms.
- The Take Order products are ordered in October, for delivery in November.

Military Donation Sales — Popcorn for the Troops

When your customers make a Military Donation, Trails-End sends popcorn treats to our military men and women, their families, and veterans' organizations. Military Donation Sales are a great alternative for prospective customers who may not want to purchase popcorn for themselves. They are also ideal for units who do not want to sell product, but still want to participate in the sale.

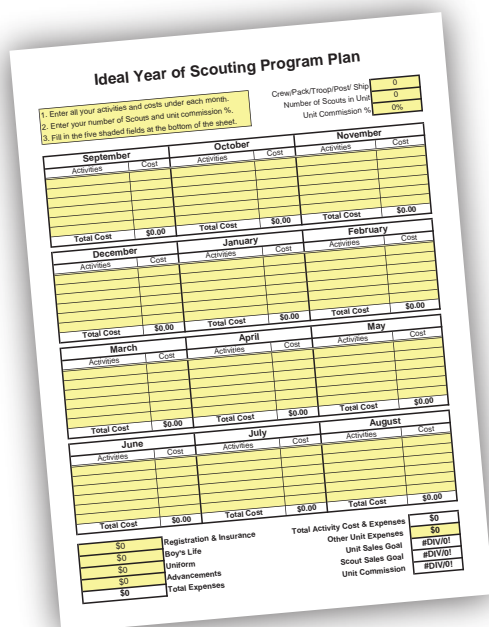
Military Donations are only available through Online sales or the Take Order sale. Donations from both sales can be placed with your unit Take Order on October 22nd. Receipts are available in your unit kit for those who make Military Donations.



STEPS TO SUCCESS

- 1 Establish an Annual Plan and Budget.**
Getting input from your Scouts and parents, use the templates in this book to create your plan and budget. Both templates are available online at ocbsa.org/popcorn
- 2 Set a Unit Popcorn Sales Goal.**
Having an attainable goal for your unit helps to keep your Scouts on task. Break your unit goal down to a Per Scout Goal based on your plan and budget. Complete your Ideal Year of Scouting worksheet.
- 3 Put together an exciting incentive program.**
In addition to the Council and Trail's End prize programs, give your Scouts something fun to work towards. Here are some ideas to get you started!
 - Give a gift certificate to the 1st week's top seller
 - Have a pizza party for the top selling den or patrol
 - Have a prize for the Scouts who fill up a take order form
 - Monitor the sale each week and give awards as you go
 - Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered
 - Remind your Unit that selling popcorn is a great way to help them earn their Salesmanship, Communication, and Entrepreneurship Merit Badges.
- 4 Conduct a FUN Unit Popcorn Kick-Off to train and motivate your Scouts and Parents.**
- 5 Be sure to take advantage of the helpful training materials available at trails-end.com.**
- 6 Utilize all sales methods to make sure your Unit and Scouts hit their sale goals:**
 - Online Sales (E-mail friends and family locally and nationally)
 - Show & Sell (Order product ahead of time and sell at a store front)
 - Show-N-Deliver (Order product ahead of time and sell door-to-door)
 - Take Order (Door-to-door, friends and family sales on an order form)
- 7 Use effective communication before, during and after the sale.**
- 8 Have Fun!!!**

GOAL SETTING



Ideal Year of Scouting Program Plan

1. Enter all your activities and costs under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the five shaded fields at the bottom of the sheet.

Crew/Pack/Troop/Post/Ship
Number of Scouts in Unit
Unit Commission %

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

\$0	Registration & Insurance	Total Activity Cost & Expenses	\$0
\$0	Boy's Life	Other Unit Expenses	\$0
\$0	Uniform	Unit Sales Goal	#DIV/0!
\$0	Advancements	Scout Sales Goal	#DIV/0!
\$0	Total Expenses	Unit Commission	#DIV/0!

Use this Goal Setting tool to get the most out of your popcorn sale and plan your "Ideal Year of Scouting." Find this and other helpful resources at ocbsa.org/popcorn.

- 1 Establish an Annual Plan.**
 Getting input from your Scouts and parents, enter your unit activities for each month. Using data from the previous year, tally up and enter your unit expenses for advancement, registration, supplies, etc.
- 2 Hash Out the Details.**
 How many Scouts are in your unit? Will your unit be getting prizes or extra commission? Enter it into the form.
- 3 Set Your Sales Goals.**
 Based on the information you provide, the preset formulas in the form will calculate the goal for each Scout plus the overall unit goal.

NEVER MISS A SALE WITH GoPayment



Take credit card payments with ease right on your smartphone with Go Payment!

All Users

Sign up with Roslyn Ortiz at (714) 546-8558 x 133 or RoslynO@ocbsa.org. You will receive an email with your login and password. Download the app and begin setup to start selling!

For complete details on how to download and use GoPayment, please visit www.ocbsa.org/popcorn, or contact Roslyn Ortiz at (714) 546-8558 x 133 or RoslynO@ocbsa.org with questions.



UNIT POPCORN KERNEL CHECKLIST

☐ Sign your Unit up for the Popcorn Sale at ocbsa.info/popcorn

- ☐ Note your District Popcorn Kernels information found on page 2.
- ☐ Attend one of the Unit Popcorn Kernel Trainings on 6/26 or 8/4.
- ☐ Attend the Council Popcorn Kick-Off with all of your Scouts on 8/18.
- ☐ Set Unit/Scout goals on Popcorn Action Plan form and submit by 8/18.
- ☐ Set a Unit Kick-off date: _____
- ☐ Set Show-N-Sell Dates & Locations:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- ☐ Obtain a username and password for the Popcorn Ordering System by 8/27 from your District Popcorn Kernel.
- ☐ Place Show-N-Sell & Show-N-Deliver Orders online - Due: 8/29
- ☐ Schedule appointment with your District Popcorn Kernel by 9/14 to pick up your Unit's Show-N-Sell & Show-N-Deliver order.
- ☐ Attend Show-N-Sell & Show-N-Deliver Distribution Day on 9/15.
- ☐ Turn in Show-N-Sell & Show-N-Deliver money at Council Office on 10/19. WITH RETURNS
- ☐ Place Take Orders online - Due: 10/22
- ☐ Place ALL Prize Orders online - Due: 11/2
- ☐ Turn in Duck Club members online and bring Trails End Scholarship forms to Roundtable on 11/8.
- ☐ Turn in Show-N-Sell & Show-N-Deliver money at Roundtable on 11/8. NO RETURNS
- ☐ Schedule appointment with your District Popcorn Kernel by 11/9 to pick up your Unit's Take Order.
- ☐ Attend Take Order Distribution Day on 11/10.
- ☐ Turn in Take Order money at Roundtable on 12/13.
- ☐ Contact Scouts who have not picked up their orders.

POPCORN PANTRY

During the Popcorn sale you may encounter a need for more product or have some extra product that hasn't sold as quickly as you thought. Help out your fellow Scouts and EXCHANGE!

You can go to the Popcorn Pantry on Facebook to post a need or excess product (either do a FB search or go to <https://www.facebook.com/groups/1678427235733089/>). This is a closed group so you will need to ask to join, sign up early so you don't have to wait! If you're not on Facebook, don't worry! Your District Kernel can help get the word out. Use the Exchange form to complete the transaction (available in your Unit Kit and on the FB site). All units should confirm cases are full and product is in perfect condition at the time of the Exchange. Only full cases can be exchanged, no single items.

Here are some Guidelines and Sample Posts:



When making a post or replying, be sure to include your name, unit, and the city you are in.

If there are multiple replies, please address the person you are replying to.

When the transaction is complete DELETE the conversation.



Orange County Council, Boy Scouts of America
1211 East Dyer Road - Santa Ana, CA 92705-5605
Phone: 714-546-4990

No: _____

POPCORN EXCHANGE FORM

Unit Accepting Product

Unit Type: _____ Contact Name (Please Print): _____
Unit #/District: _____ Contact Phone Number: _____

Unit Releasing Product**

Unit Type: _____ Contact Name (Please Print): _____
Unit #/District: _____ Contact Phone Number: _____

PRODUCT NAME	# Cases	NO Individual Items
TOTALS:		

Signature Accepting product: _____ Date: _____
Signature Releasing product**: _____ Date: _____

** Unit RELEASING product needs to ensure
White: District Copy of form is given to District Kernel

OFFICE USE ONLY - To be filled out by District Kernel or Council Staff

Kernel/Council Staff Name: _____ Trails End Entry date: _____

DISTRIBUTION: White: District Copy Yellow: Accepting Unit Copy Pink: Releasing Unit Copy

Turn in the Exchange Form to your District Kernel.
Forms can be:

- Hand Delivered
- Emailed - Take a picture of the form and send it as an attachment
- Texted - Confirm with your Kernel first. Take a picture of the form and text it.
- Faxed

Be sure to confirm receipt of your form!

HOST A SUPER FUN KICK-OFF

Motivate your Scouts and parents.

- Keep it fun! Keep it short! Keep it moving!

Show parents and Scouts the benefits of selling popcorn.

- Lay out the exciting Scouting program you have planned for the year.
- Tell families how they can eliminate out-of-pocket expenses by reaching their goal.
- Tell families about online selling.
- Explain that Scouts will have fun while learning to earn their way.
- Inform parents about the Trails End Scholarship program and how their Scout can earn 6% of their gross credit to their Scout Scholarship Account for college by selling \$2,500 in popcorn. Emphasize that once their Scout reaches that dollar amount they will automatically qualify each year they sell.

Sample Kickoff Agenda (40 minutes)

Grand Opening (5 minutes)

- Get ideas from the online video training at sell.trails-end.com.
- Play music, dim the lights and have fun!

Explain the Scouting program and key dates (10 minutes)

- Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.
- Highlighting key dates important to the popcorn sale. Pass out your Popcorn Action Plan.

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 an internet connection.
- Explain the different ways Scouts can sell; face-to-face and online at sell.trails-end.com

Showcase your Scout Rewards (10 minutes)

- Introduce your unit incentive program, starting with the pie in the face!

Big Finish (5 minutes)

- Have the top sellers from last year throw pies in the faces of the leaders.
- Send everyone home motivated to sell!



COMMISSIONS

Units Can Earn Up To 36% Commission!

26%

Each Unit starts with a 26% base commission.

+ 8%

Earn an additional 8% when your Unit Kernel or Leader attends the Sales Training and submits their Popcorn Action Plan by the deadline.

+ 2%

Skip the prizes and earn an additional 2% commission for your unit.

BACK FOR 2018! Units are eligible to earn 50% COMMISSION on sale amounts over the 2017 total amount sold (If your unit sold \$5000 last year and \$6000 this year, \$5000 will be at regular commission based on the plan, and the additional \$1000 will be at 50% commission). Units that didn't sell Popcorn last year can earn 50% commission on any amount over \$3500 in sales.

PRIZE INCENTIVES

Scouts in units that opt out of the prize program **are still eligible** to receive these incentives as well as the participation patch.

\$650 CLUB

Scouts who sell \$650 and over will receive a RC Flash Speed Motorcycle! Place your order for qualifying Scouts using the Trails End prize ordering system.



SCHOLARSHIPS

Scouts who sell \$2,500 and over will receive 6% of their gross sales credit for post high school education or an LDS mission. Qualifying Scouts must complete the Trail's End Scholarship Form and submit to Roslyn Ortiz at Roslyno@ocbsa.org.

All future sales automatically qualify each Scout for the scholarship fund as well. For additional information please visit trails-end.com. Forms are available for download at ocbsa.org/popcorn.

PRIZE INCENTIVES

Scouts in units that opt out of the prize program **are still eligible** to receive these incentives as well as the participation patch.

BE A MEMBER OF THE DUCKS' POPCORN CLUB!



**SCOUTS THAT SELL \$1,200 OR MORE QUALIFY FOR
THE DUCKS' POPCORN CLUB, SPONSORED BY THE ANAHEIM DUCKS!**

Special membership includes:

- 2 FREE tickets to a Ducks game, date TBA.
- Limited Edition Ducks Popcorn Club T-shirt with all members listed on back (First Name, Last Initial only).
- The honor of being inducted in as a Duck's Popcorn Club member!

Submit your Scout details online at ocbsa.kintera.org/DuckClub by Thursday, November 8th. Be prepared with the following information for each qualifying Scout in your unit:

Scout Name	Home Address
District Name	Phone number
Unit Number	T-Shirt size:
Scout's sales total	Youth Medium, Adult Small, or Adult Large



**UNITS CAN CREATE THEIR OWN INCENTIVES TOO! HERE ARE SOME
OF OUR FAVORITES:**

- All Scouts who reach their sales goals get to throw pies in their leader's face.
- Award a gift certificate to the top sellers at the end of the first week of the sale.
- Throw a pizza party for the top selling den.
- Have a prize for the boys who fill up a take order form.
- Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered.
- What can your unit come up with?

PRIZE INCENTIVES

Scouts in units that opt out of the prize program **are still eligible** to receive these incentives as well as the participation patch.

Sell popcorn online, be entered to win!

Once a week for 5 weeks, the Orange County Council will draw the name of one Scout who has made at least one online popcorn sale to win a prize! Scouts earn one entry per sale, so the more sales, the better your chances of winning! All qualifying Scouts are in the drawing all season long AND are entered for the Grand Prize drawing at the end of the promotion. So get online and start peddling that popcorn!

GRAND PRIZE



WEEKLY DRAWINGS

October 2
Battleship Iowa

October 9
Aquarium of the Pacific

October 16
Discovery Cube

October 23
Skyspace



Each week one lucky Scout will be awarded 2 tickets to Knotts Berry Farm, OUE Skyspace LA OR Aquarium of the Pacific!

Winners Choice! - October 30

One lucky Grand Prize winner will have their choice of 4 awesome prizes! Choose a Star Wars Lego set, 4 tickets to Discovery Cube, 4 Tickets to Battleship Iowa, or 4 tickets to Aquarium of the Pacific!

SELLING ONLINE IS EASY!

Just Follow These
3 Simple Steps!



Go online to Sell.Trails-end.com and sign in or create your account.



Reach out to customers through email, text and social media.



Track your progress online and watch your sales grow!

District: _____ Pack Troop Team Crew Post Unit Number: _____

Unit Kernel Name: _____ Phone: _____
Email: _____

Unit Popcorn Goal: \$ _____ We will participate in: (check all that apply)

Per Scout Goal: \$ _____ ☐ Show N Sell Booth sales (SNS) ☐ Online Sales

Scouts Selling: _____ ☐ Show N Deliver door to door sales (SND) ☐ Take Order forms (TO)

Commission Type: ☐ Prizes ☐ NO Prizes

Unit Sale Timelines

Unit Kickoff Date: _____ Time: _____ Location: _____ Using Guidebook Agenda? (pg.14) YES NO

Show N Sell/Deliver timeline: Start: _____ End: _____

Take Order timeline: Start: _____ End: _____

Distribution Plan

Number of cases for Show N Sell/Deliver: _____ Dates of Pickup: SNS/SND-Sept. 15 and TO-Nov. 10

Number of vehicles we'll need: _____ (see pg. 7 of Guidebook for information)

How we plan to get POPCORN to Scouts for Show N Deliver and Take Order: (check all that apply)

- ☐ Direct to Scouts ASAP ☐ At unit meeting
☐ At Den/Patrol meetings ☐ Other: _____

How we plan to get POPCORN to Scouts for Booth Sales: (check all that apply)

- ☐ Unit Kernel will deliver/pickup product at Booth sites
☐ Individual Scouts will pickup/return product to Unit Kernel
☐ Other: _____

After 2 weeks of sales, if we have excess product, we plan to: (check all that apply)

- ☐ Swap out with other units who need product (see pg. 13 of the Guidebook for details)
☐ Hold Unit Blitz Day (see pg. 9 of Guidebook for details)
☐ Schedule more booth sales
☐ Other: _____

Communication and Recognition

To ensure success, we will give a copy of this Action Plan to our parents and scouts at: (check all that apply)

- ☐ Unit meetings/ Kick Off ☐ Via email ☐ Newsletters
☐ Den/Patrol meetings ☐ Other: _____

We plan to recognize the hard work and success of our Scouts by: (check all that apply)

- ☐ Scout Shop Prize Program ☐ Recognition at Unit Meeting
☐ Unit sponsored Prizes ☐ Other: _____
☐ Celebration Pizza party/ Ice Cream social/ other activity

Sale Closeout

Show n Sell/Deliver \$ Due to Unit Kernel on: _____ All SNS/SND \$ due to Council on Oct. 19 OR Nov. 8

Take Order \$ Due to Unit Kernel on: _____ Account closed, all \$ turned in to Council by Dec. 8

This COMPLETED form is due to your District Popcorn Kernel or email to roslyno@ocbsa.org no later than August 19th to complete the 8% BONUS.

*****Keep a copy of this form for your records*****