

# Gulf Stream Council 25th Annual Popcorn Sale

September 26 – October 25, 2009



**2009**

**Unit Information Guide**

# **Your Path to Program!**

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# UNIT PROFIT POTENTIAL

1. *Show & Deliver and Take Order Commission: **You keep 28%***  
(*Online Sales Commission*): On-line sales receive a year-round commission of 30% which will be mailed to your unit leader monthly as earned.
2. *Training: **Receive +3%** if your unit completes ALL three of the following*
  - is represented and registers at the District Popcorn Kickoff **AND**
  - turns in a detailed and specific 12 month 2009-2010 Unit Activity Calendar at the District Popcorn Kickoff registration **AND**
  - turns in a 2009-2010 Annual Budget of income\_and expenses at District Popcorn Kickoff registration
3. *Order Online **AND** On Time: **Receive +3%** if your unit completes both its product and prizes orders online at [www.trails-end.com](http://www.trails-end.com).*
  - Show & Deliver product order deadline is midnight September 2 (Palm Beach County)
  - Show & Deliver product order deadline is midnight September 12 (Sailfish, Treasure Coast, Indian River, Okeechobee Counties)
  - Take Order Product order deadline is midnight, November 2
  - Prize Order deadline is midnight, November 2

ORDERS WHICH DO NOT MEET THE ONLINE DEADLINES MUST BE SUBMITTED ON THE ORDER FORMS FOUND ON THE FORMS PAGE OF THE GULF STREAM COUNCIL WEBSITE [www.gulfstreamcouncil.org](http://www.gulfstreamcouncil.org) AND GIVEN TO YOUR DISTRICT POPCORN CHAIR ON THEIR DESIGNATED MEETING DATE.

3. *Prizes: Your unit will **receive +5%** in Trail's End prizes for your Cub Scouts or choose **+4%** cash incentive for Boy Scouts and Venturers (email [bsagsc@scouting.org](mailto:bsagsc@scouting.org) to indicate cash choice)*

Note: Online sales are no longer included in the total for the Trail's End Prize program. Trail's End will send an Amazon Gift Card directly to each scout whose sales are \$250 or more - \$5.00 for each \$50 in sales.

4. *Participation Bonus: **Receive +2%** by meeting your suggested 2009 per scout sales goal of \$200 average retail sales per scout registered on October 1, 2009.*

Note: On-line sales recorded during the month of October WILL be included in calculating the total per Scout sales for Growth Bonus commission.

## 36% CASH COMMISSION POTENTIAL

## PLUS INDIVIDUAL PRIZES

# **PRODUCTS, PRICING, & PROFIT**

<u>Product</u>	<u>Retail Price</u>	<u>36% Max Cash Commission Potential</u>
Chocolate Heaven	\$50	\$18.00
Savory & Sweet, 3-Way Tin	\$40	\$14.40
Cheese 3-Way Tin	\$30	\$10.80
Trail's End Mix	\$25	\$ 9.00
Chocolate Triple Delight	\$20	\$ 7.20
Gourmet Caramel Corn	\$20	\$ 7.20
w/Almonds,Pecans,Cashews		
Butter Toffee Caramel Corn Light	\$20	\$ 7.20
15 Pk Unbelievable Butter Microwave	\$15	\$ 5.40
15 Pk Butter Light Microwave	\$15	\$ 5.40
Caramel Corn	\$10	\$ 3.60
Military Gift to Troops, Silver Level	\$25	\$ 9.00
Military Gift to Troops, Gold Level	\$40	\$14.40

## Shelf life

<u>Product</u>	<u>Best by date</u>
All microwave popcorn	12 months from date of production
All caramel corn in tins	9 months from date of production
All chocolate caramel corn	9 months from date of production

## Storage

Please make sure that the popcorn products are stored in a clean, **dry and cool** location. Avoid areas that are in direct sunlight or are humid and damp. Do not leave product in your car for any length of time.

# **PRIZES**

## **FROM TRAIL'S END**

### **Scouts will choose prizes from the Trail's End Prize Program for Show & Deliver and Take Order total retail sales 9/26 – 10/25/09**

**One Container** - Every Scout selling at least one container earns a popcorn patch OR pin.

**\$125 Retail Sales and up** - Each Scout may select one prize on the Trail's End Prize Form from the sales level reached or prizes from a lower level(s) that add up to the Scout's sales level. *Example: a Scout sells \$400 of popcorn. He may pick a prize from the \$400 category **or** two prizes from the \$200 category **plus** a patch OR a pin.*

- Prizes will be sent directly to the unit contact submitted in the online order.
- Prizes are subject to demand and availability. If the selected prize is no longer available, the prize provider reserves the right to substitute a prize of equal or higher value.
- Prize Orders are placed online by the Unit Popcorn Chair at [www.trails-end.com](http://www.trails-end.com) no later than midnight November 2, 2009.
- Prize Orders cannot be processed after 1/08/10.
- Online sales are NOT included in retail sales for this prize. (See online sales below)

**Boy Scouts and Venturers** have the option to choose cash prizes.

- Each Scout will receive 4% of their retail sales after reaching the minimum \$125 level.
- One check will be sent to the unit with a distribution list on or before 12/15/09 if the unit notifies bsagsc@scouting.org on time by 10/28/08.

### **Retail online sales of at least \$250 will generate a Amazon gift card from Trail's End of \$5.00 for every \$50 in sales.**

Cards will be mailed directly to Scouts by Trail's End. Online sales and mailing information will be taken from the Scout's registration on [www.trails-end.com](http://www.trails-end.com).

## **BONUS TRAIL'S END PRIZES**

For any Scout selling at least \$1,500 of popcorn, Trail's End Popcorn rewards him with a \$50 **Gift Card** from Wal-Mart in addition to prizes above. These orders are placed online with the prize order by the Unit Popcorn Chair at [www.trails-end.com](http://www.trails-end.com) by midnight November 2, 2010.

For any Scout selling at least \$2,500 of popcorn, a **college scholarship account** is established in the Scout's name for post High School education, Missionary Fund, or Clergy Fund. Trails End will notify the Scout directly regarding this program after the Scholarship form on the Council website [www.gulfstreamcouncil.org](http://www.gulfstreamcouncil.org) on the Forms page is submitted to the Council Service Center with copies of the Scout's Take Order forms attached. Once a Scout has qualified for the scholarship program the first time he may earn credit in subsequent years regardless of the retail sales total.

# **FROM GULF STREAM COUNCIL**

(Filled cards and total retail sales include Show & Deliver, Take Order, and Online Sales)



## **FILL IT UP!**

Send a completely filled order form to the Gulf Stream Council by fax (561.694.9050) or email (bsagsc@bsamail.org) and receive a special patch, certificate and Marshmallow Bow & Mallow for the first card submitted. **BE SURE TO PUT THE SCOUT'S NAME AND UNIT NUMBER ON ALL ORDER CARDS.** The last day to submit filled Order Cards for Fill It Up is midnight, Sunday October 25, 2009. Popcorn chairs should confirm their list of Scouts with the District Popcorn Chair to confirm receipt of the Scout's information.

## **WEEKLY DRAWING**



Each week, all filled Order Cards submitted on time that week will be eligible for a drawing to win choice of Wii or Xbox game system. Each filled card submitted is a chance to win. Weekly deadlines are Sunday October 4, 11, 18, and 25, 2009. **BE SURE TO PUT THE SCOUT'S NAME AND UNIT NUMBER ON ALL ORDER CARDS.**



## **GRAND PRIZE DRAWING**



All Scouts who submit three or more filled Order Cards during the sale are eligible for the Grand Prize Drawing at the end of the sale for a 42" Flat Screen TV. One chance for every card submitted during the entire sale. **BE SURE TO PUT THE SCOUT'S NAME AND UNIT NUMBER ON ALL ORDER CARDS.** Filled cards must be submitted by end of day Sunday, October 25, 2009 to eligible.

## **Top Seller Prizes**

The top seller in each District with at least **\$3000** in total retail sales will receive a "Green Bean" Carabineer 5.0 Megapixel Digital Camera.



The top seller in the Council with at least **\$5000** in total retail sales will receive a Remote Control Helicopter.

# **SALE METHODS**

(All sale methods run simultaneously)

## **Show and Deliver Sale**

The Show and Deliver Sale involves selling pre-ordered product on hand directly to customers. Units order a variety of products online at [www.trails-end.com](http://www.trails-end.com), after School Night – generally 50% of the total sales in 2008.

### **Deadlines for Show & Sell Pre-Orders**

**September 2 - Palm Beach**

**September 12 - Martin, St Lucie, Indian River, and Okeechobee**

The product will be distributed to units on Saturday, September 26 at the district warehouse locations. After the unit kickoff, the Scouts will begin selling the product to neighbors in their area and unit-organized commercial locations, church, soccer games, etc. in small groups. (Arrange these locations as early as possible with the business' manager.) Parent's can also take product to work, clubs, etc. The product is delivered on the spot and payment is collected. Units submit their payment for Show & Deliver product to the District Chair after the conclusion of the sale on the designated meeting date in the District by Cashiers Check or Money Order. Scouts in our own Gulf Stream Council have individually sold in excess of \$5,000 by this method.

- Always wear a complete Class A uniform. People are more willing to support a Scout in uniform. Be polite and courteous. SMILE and say THANK YOU even if you don't make a sale.
- Focus on Scouting instead of the product - Would you please support Scouting by purchasing popcorn today? Be specific on what the money is going to be used for. People will be more willing to purchase if they know where the money is going.
- As purchases are made, complete the order card whenever possible in order to have contact information for repeat orders and future sales.
- Make sure boys are wearing their complete Class A uniform neatly and appropriately.
- Everyone must be on their best behavior and focus on the task. No horseplay.
- Make sure boys are careful not to obstruct foot traffic and stay far from vehicle traffic.
- Have sample product available for testing. Quality sells the higher priced products.
- Find a location that has high foot traffic and is safe for the boys to participate.

**A UNIT MAY RETURN UP TO 10% OF UNSOLD SHOW & DELIVER PRODUCT TO THE COUNCIL THROUGH THE DISTRICT POPCORN CHAIR ON A DESIGNATED DATE AFTER THE END OF THE SALE. PRODUCT MUST BE IN WHOLE CASES FROM THE CURRENT YEAR'S PRODUCTION.**

## **Take Order Sale**

During the same period that the Show and Deliver Sale is progressing, "Take Orders" are made for product that you no longer have on-hand, products that were unavailable for early delivery (chocolate), and product that customers want to pay for at a later time. Upon completion of the sales period on October 25, the Scout's order forms are collected and tallied by unit chair to create a second additional product order. This order is placed online at [www.trails-end.com](http://www.trails-end.com) by midnight, November 2. The product is delivered to designated District

warehouse locations where the units pick it up on November 21, distribute it to their Scouts, and deliver to their customers. Cashiers Check or Money Order for this product is due to the District Chair on November 21 at the time of product pickup.

- Customers will frequently reorder product after enjoying it the first time. Scouts should use their order form information from this year and copies of previous year's forms to follow up with a return visit or phone call to the customer and to remind them that they can order more for themselves or for holiday gifts before the sale ends.
- Customers are more likely to purchase higher priced items at home than they are in front of a store.
- Ask parents to help sell popcorn at their workplace or for employee or customer gifts.
- Write a thank you note and place a copy of it on all the popcorn delivered to let everyone know how much their support is appreciated. (This will benefit you next year when you call on them.) Remember to say thank you when the popcorn is hand-delivered.
- Keep your Take Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you card they received and the popcorn they did not buy enough of!

### **On-Line Customer Ordering**

Relatives and friends, especially those who do not live locally, can order individual popcorn items on-line during the sale and throughout the year. Scouts go to [www.trails-end.com](http://www.trails-end.com) and register, which creates a "Key Code" to give to their customers. This code enables the sale commission to be credited to the Scout's account. Sample emails and other helps are available on the website.

Units may choose to conduct their entire sale by the on-line method eliminating the collection of payments and handling of product. Scouts send emails directly to customers including their Key Code encouraging them to support their participation in the Scouting Program. Customers order and pay online directly to Trail's End and Trails End handles all product delivery directly to the customer. The unit will receive a commission check through the Council Service Center for the previous month's sales. All sales made during the month of October are included in the Annual Popcorn Sale prize program for Scouts.

## **ESTABLISH A UNIT SALES GOAL**

...for 100% of the budgeted income need including recharter, equipment, supplies, advancements, camping, program, etc. Use your Annual Planning Calendar and Budget to determine expenses. Divide by the number of Scouts to establish the goal for each Scout in order to pay for their share of the program.

**THE CHALLENGE IS FOR EVERY  
REGISTERED SCOUT TO SELL A  
MINIMUM OF \$200 ~ 10 ITEMS AT  
AVERAGE PRICE OF \$20.**

# KEY DATES

- NOW Begin promoting Popcorn as a way to fund all of the coming year's activities. Contact businesses where you wish to set up Show & Deliver sites.
- Aug 17-22 District Popcorn Chairs will be holding training for Unit Chairs and distributing materials.
- Early Sept District Chairs will set a date for collecting Show & Deliver Orders.  
**Order "Online and On Time" to earn a 3% commission bonus. Place your unit order at [www.trail's-end.com](http://www.trail's-end.com).**  
(Instructions in this book.)
- Sept 2 Midnight deadline for Palm Beach County online Show & Deliver orders.
- Sept 12 Midnight deadline for Martin, St Lucie, Indian River and Okeechobee online Show & Deliver orders.
- Sept 26 Product distribution at District warehouses by appointment.  
**SALE BEGINS.**
- Oct 4 Midnight – First week deadline for "Fill It Up" prize entry.
- Oct 11 Midnight – Second week deadline for "Fill It Up" prize entry.
- Oct 18 Midnight – Third week deadline for "Fill It Up" prize entry.
- Oct 25 Midnight – Final deadline for all Council prize drawings.
- Oct 25 **SALE ENDS**
- Late Oct District Chairs will set a date for collecting Take Orders, Prize Orders, and returned product (maximum 10% of Show & Deliver), and payment for Show & Deliver by Cashiers Check or Money Order  
**Order "Online and On Time" to earn a 3% commission bonus. Place your unit order at [www.trail's-end.com](http://www.trail's-end.com).**  
(Instructions in this book.)
- Nov 2 Midnight deadline for online Take Order and Prize Order
- Nov 21 Product distribution at District warehouses by appointment.  
Payment for Take Order by Cashiers Check or Money Order.
- Dec 15 Trails End Prizes will be delivered to Unit Contact if order placed on time and online.

# DISTRICT CHAIR CONTACTS

District	District	Emails	Warehouse
Osceola	Trish Fowler 954-200-8988 954-218-4407	<a href="mailto:Promos101@gmail.com">Promos101@gmail.com</a>	Boca Industrial Park 1020 Holland Dr., #119 Boca Raton
Trade Winds	Gina Levesque 561-358-7028 C  Donna & Steve Sattely 561-963-5714	<a href="mailto:winwithpopcorn@live.com">winwithpopcorn@live.com</a>  <a href="mailto:dsattely@bellsouth.net">dsattely@bellsouth.net</a>	U&Me Storage 2626 Electronics Way West Palm Beach
Lighthouse	Cindy Okolichany 561-848-0320	<a href="mailto:cindyokolichany@hotmail.com">cindyokolichany@hotmail.com</a>	U&Me Storage 2626 Electronics Way West Palm Beach
Sailfish	Karen Hammond 772-219-0609 H 772-209-9289 C 772-467-7454 W	<a href="mailto:kajenlady@aol.com">kajenlady@aol.com</a>	Int'l Tile Warehouse 3500 SW 42 Ave Palm City
Treasure Coast	Brett Dean 772-408-0418 C	<a href="mailto:brett.dean@scouting.org">brett.dean@scouting.org</a>	Arnoff Moving & Storage 3620 US Hwy 1 Ft Pierce
Indian River	Lynn Rafuls 772-581-9522	<a href="mailto:R.rafuls@bellsouth.net">R.rafuls@bellsouth.net</a>	Oslo Packing 695 S US One Vero Beach
Okeechobee	Janet Rogers 863-763-8271	<a href="mailto:jrnaborhood@yahoo.com">jrnaborhood@yahoo.com</a>	Int'l Tile Warehouse 3500 SW 42 Ave Palm City
Gulf Stream Council	Debbie Clineman 694-8585 x243  Lea Arnold, Asst	<a href="mailto:debbie.clineman@scouting.org">debbie.clineman@scouting.org</a>	