



**2014 Sales Timeline**

June

Unit Commitment form to sell popcorn due to Council.

July/August

District Kickoffs:

7/29—Northern New Mexico:  
Bethlehem Lutheran Church,  
Gibson Hall.  
2390 North Road,  
Los Alamos 7:00pm—8:30pm

7/30—Four Corners  
Boys and Girls Club  
701 S 2nd Street,  
Bloomfield NM  
7:00pm—8:30 pm

7/31—Santa Fe  
First Presbyterian Church  
208 Grant Ave.  
Santa Fe, NM 87501  
6:00pm 8:00pm

8/2—Metro Area  
LDS Montano Building  
1100 Montano Blvd  
Albuquerque  
10:00 am -12:00pm

8/24- Encantado  
Philmont Training Center  
2:00 pm

August

11- Show and Sell Orders Due  
23-Show & Sell Distribution  
Start Selling!  
29—BEST Unit Kick Off EVER  
contest videos due

October

9 - Fall Sale Orders Due, last day  
to return any unused Show and  
Sell popcorn.  
9- Last day to submit for "Fill a  
Sheet" Prize (fall sale)  
14- Holiday Sale Begins  
24- Anasazi Only Distribution  
Day—post dated check required  
25- Distribution Day (Fall Or-  
ders) - post dated check required.

December

2- Holiday Orders Due  
2-Last day to submit for "Fill a  
Sheet" Prize (holiday sale)  
12—Drawing for Final Fill a Sheet  
prize  
13- Distribution Day (Holiday  
Sale)- post dated check required.  
19- Last day for ALL Prize orders  
to be placed.

**Document Last Updated On:  
Aug. 2, 2014**

# Info Pop- 2014 Leader's Guide

## A Message from our Council Leadership

Thank you for your support of, and participation in, the 2014 Fall Popcorn Sale. We know that as a registered leader in the Great Southwest Council, you spend countless hours dedicated to providing Scouting to your youth. Each of you make our community a better place to work and live. On behalf of the Great Southwest Council, we salute you and thank you for all that you do for kids. We are glad that you are part of the Scouting team.

The most successful units employ a thorough process of planning and preparation each year. Planning is fundamental to getting the most good out of Scouting for the boys.

The Fall Popcorn Sale provides needed cash to units as well as helps the to provide funds to operate the council in further support of packs and troops. By participating in a successful fundraising event, units earn needed funds for programs, and also make parents much happier because they will not be asked to support multiple fundraisers month after month.

This guidebook has been compiled to help you with a successful fundraising experience. Good luck and have fun!

### 2014 Commission Structure:

Take Orders, Show and Sell, and Show and Deliver will have the same commission potential

Base Commission—commission for participating	30%
Turn in your Trail's End 2014-2015 Program Planner (Unit Budget worksheet) before or at your Area Kickoff	2%
Attend District/Area Kickoff Training	3%
Cash in lieu of prizes ( <b>Take Order Sales Only</b> )	4%
No Returns Bonus ( <b>Show and Sell/Show and Deliver Sales Only</b> )	4%

**Total Cash Commission Available 39%**

**Online Sales Commission Structure: 30%**

Popcorn Product Mix will be the following

• Chocolate Lover's Tin	\$60
• Popcorn For our Troops - Gold Donation	\$50
• Sweet & Savory Collection	\$40
• Cheese Lover's Collection	\$30
• Popcorn for our Troops—Silver Donation	\$30
• Chocolatey Caramel Crunch Tin	\$25
• Premium Caramel Corn w/Almonds, Cashews and Pecans *	\$20
• Dark & White Chocolatey Drizzle	\$20
• Unbelievable Butter Microwave *	\$20
• Butter Light Microwave *	\$20
• Jalapeño Cheddar Cheese *	\$15
• Kettle Corn *	\$15
• White Cheddar Cheese Corn *	\$15
• Classic Caramel Corn *	\$10

\* These seven products are available for Show & Deliver and Show & Sell Sales Programs

**Objective:** It is the goal of the Great Southwest Council Popcorn Sale to provide the most effective fundraising program to help units fund their **entire annual program**.



**Sales Schedules:** There are two different sales schedules. 1) the standard schedule during September and October, and 2) Holiday Schedule that runs in November for pre-Holiday delivery, and is open to all units.

Units that participate in the standard schedule sales program can sign up for a second sales program in the Holiday Sales schedule to take advantage of sale of popcorn as holiday gifts. All deadlines for the standard sales schedule apply; however, the prize order deadline is extended to the Holiday schedule so that Scouts can continue working to earn the larger prizes in the Take-Order sales program.

**Sales Overview:** The fall 2014 Popcorn Sales plan consists of three types of sales plans:

**Take Order Sales**—Boys solicit popcorn orders door-to-door, visiting friends and family, or from anywhere people gather. Individuals order the popcorn at that time, the Scouts record the name and address and sale on the “Take Order” form. The unit collects these forms, all orders are tallied, and the popcorn is ordered and distributed. Boys deliver the popcorn and collect their money and turn it in to the unit Kernel. Boys are eligible for prizes for Take Order Sales. Take Order Sales are the best way to raise a **large amount of money** for your unit because of the expanded time frame and greater customer base. Product returns are not accepted in the Take Order sales program.

Units are eligible to earn **up to 35%** commission through the Take Order Sales plan or **up to 39%** if cash in lieu of prizes is selected.

**Show & Deliver Sales Program**—Boys solicit orders door-to-door from a limited product list (the same products offered in the Show & Sell Sales Program). Orders are filled immediately from inventory checked out on consignment by units. The Show & Deliver Sales program works best on a neighborhood sales program with three or four boys canvassing a neighborhood with a parent driving a car loaded with product for immediate delivery. The Show & Deliver Sales program is considered to be part of the Show & Sell Sales campaign for figuring unit commissions. A maximum of 20% (based on dollar value) of consigned product can be returned. Show & Deliver product is ordered on the Show & Sell Order/Product Receipt form for pick-up the week of the sale, with all returns on or before the Wednesday following the Show & Deliver Sale to be eligible for the full commission. **A post-dated check, dated for two weeks after pick-up, is required for all popcorn.** As with the Show & Sell sales program, units earn commission, but **scout prizes are not available**.

Popcorn product is available for check out for Show & Sell and/or Show & Deliver in one-week or two-week increments only during the entire popcorn sales period. A maximum of 20% (based on dollar value) can be returned if not sold, but keep in mind, a bonus 4% commission is earned if **NO** product is returned. Product must be returned by October 9th, 2014 to receive credit

Units are eligible to earn **up to 39%** commission on Show & Sell and Show & Deliver Sales.

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## 2014 Popcorn Sales Plan



**Show & Sell Sales Program**—Units check out popcorn and set up a sales display, usually in front of a business that generates a lot of foot traffic (grocery stores, discount stores, malls, etc.). The Show & Sell program is generally done on a Saturday (or several Saturdays), and involves members of the unit working shifts at the sales location. The Show & Sell program involves a limited product mix. These sales generate commission for the unit only; scouts do not earn individual prizes for these sales. The Show & Sell program provides an easy way to raise funds in a short period of time, and eliminates door-to-door solicitation. A maximum of 20% (based on dollar value) of consigned product can be returned. Show & Sell product is ordered through the Trail's End website for pick-up August 23. All returns are due by October 9—keep in mind that the “no return rebate” is forfeited with any returns. As with the Show & Deliver sales program, **a post-dated check, dated for two weeks after pick-up, is required for all popcorn.** As with the Show & Deliver sales program, units earn commission, but **scout prizes are not available.**

Popcorn product is available for check out for Show & Sell and/or Show & Deliver in one-week or two-week increments only during the entire popcorn sales period. A maximum of 20% (based on dollar value) can be returned if not sold, but keep in mind that a bonus 4% commission can be earned for returning **NO** product. Returned product is due by October 9th to receive credit.



## 2014 Unit Popcorn Kernel Duties



1. Turn in your Unit Commitment form to sell popcorn **June 1, 2014**
2. With committee approval, explain the Popcorn Sale plans to your adult leaders.
  - Review your unit's yearly budget plan.
  - Fill out the Trail's End 2014-2015 Unit Program Planner (Unit Budget form in Excel spreadsheet).
  - Set your unit's sales goal and your sales goal per scout.
  - Select the sale plan(s) your unit will be participating in.
  - Review the Sales Timeline and setup your unit plan and schedule.
3. Attend your District/Area Popcorn Kickoff Training to receive **3% commission**. Bring a copy and turn in your Trail's End 2014-2015 Unit Program Planner at the Kickoff Training to receive **2% commission**.
4. Prepare handouts for your Unit Kick-Off meeting for leaders, parents, and Scouts.
  - Timeline showing sale dates, date orders due, time and place for pick-up, and distribution
  - Unit goal and per scout sales goal
  - Two order forms/prize flyers and money envelope
  - Unit Master Record form(s) to record Scout's sales for den/patrol totals. An electronic version is available
5. Conduct a Unit Popcorn Sale Kick-Off Meeting after the district kickoff training for your unit. Review sales goals, explain the Prize and Incentive Program, discuss sales techniques, money collection, and safety suggestions. **You can begin Take Order Sales immediately after receiving your order forms!**
6. Turn in Show and Sell order online by **Monday, August 11, 2014**
7. Pick up Show and Sell popcorn on **Saturday, August 23, 2014** (see pg. 13 for vehicle loading guidelines).
8. Submit your unit order by 11:59pm on **Thursday, October 9, 2014** (for the standard council schedule) or **Tuesday, December 2, 2014** (for the Holiday schedule).
  - Collect and total all sales records/order forms
  - Submit Unit Order online at [www.trails-end.com](http://www.trails-end.com)
  - **PLEASE NOTE** that you will want to allow 2-3 days to compile your unit order prior to the due date. **NO ORDERS WILL BE ACCEPTED AFTER THE DEADLINE!!!**
9. Arrange to pick up popcorn at the district distribution location on **Saturday, October 25, 2014 (Anasazi District, Friday, October 24 2014)** (for the fall orders) or **Saturday, December 13, 2014** (for the Holiday orders). On the same day, conduct a special meeting for all Scouts and their parents at your unit's meeting location to distribute popcorn, the Scout's original Take Order Forms and Money Envelopes. Keep a copy of the Scout's Take Order Forms as a customer record for next year's sale. (see pg. 14 for vehicle loading guidelines).
10. Supervise collection of money from Scouts. Make sure checks they collect are made payable to the unit itself.
11. You will receive an invoice from the council on popcorn distribution day, on either **Saturday, October 25, 2014** (for the fall orders) or **Saturday, December 13, 2014** (for the Holiday orders) **A post dated check, payable to the Great Southwest Council, is required at the time of popcorn pickup on both dates.**
12. **ALL prize orders, including online orders**, need to be placed by 11:59pm on **Friday, December 19, 2014**.
  - Collect and total all prize orders
  - Submit your Unit Order online at [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com)
  - **PLEASE NOTE** that you will want to allow 2-3 days to compile your unit order prior to the due date. **NO ORDERS WILL BE ACCEPTED AFTER THE DEADLINE!!!**
  - Keller Marketing will ship prizes directly to you. The Great Southwest Council does not handle the popcorn prizes.
  - **PLEASE NOTE** that prizes cannot be released until your unit has paid for popcorn in full.



The following are a variety of tips that will help your units have a successful popcorn sale:

- ☞ Develop your Trail's End 2014-2015 Program Planner to establish a unit goal. Let popcorn fund your quality Scouting program.
- ☞ Attend District Kickoffs. Your unit Popcorn Sale Kit will be available at the Kickoff
- ☞ Pick a Unit Popcorn Kernel and attend all the training sessions and pick up all of your materials.
- ☞ Educate parents of the direct benefits to them – i.e. Johnny sells \$x amount and gets to go to camp.
- ☞ Have a big unit kick-off for the youth to get all materials and GET EVERYBODY EXCITED! All youth should receive the Take-Order form. Review all prizes available to the youth. Set per Scout sales goals. Take a video of your unit kickoff to be entered in our Best Kickoff Ever Contest!
- ☞ Have a unit “blitz day” where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
- ☞ Encourage Scouts to always sell in uniform.
- ☞ Establish a unit customer base. Make 2 copies of all Take-Order forms. One to keep in unit records and one for the youth to keep so they can ask when they call them next year “that probably wasn't enough, was it?”
- ☞ Write and copy a letter for all your Scouts that they can use which explains the popcorn sale and why you are selling, tells dates of delivery, explains the benefits for your unit and council. Scouts can leave a copy of this letter with an order form at the front porch if people are not home when the Scout stops by. This is a good letter to share with parents.
- ☞ Encourage corporate sales using employers and companies of parents and leaders within your unit. Remember—On Line sales also count towards prizes, and receive a 30% commission for the Scout!
- ☞ Remind parents of the great gifts popcorn makes for teachers, co-workers, neighbors, babysitters, and relatives.

***Make it  
fun and  
exciting  
for the  
Scouts!***

# Unit Budget



What is a unit yearly budget plan? It's doing all the things you and the Scouts want to do, like extending your Scouting year to a full 12-month program. It's making certain that the Scouts are doing activities that they *want* to do so that they stay excited about Scouting throughout the year. It's also planning for success by setting up activities with enough lead-time to raise funds to cover those activities, and providing a unit calendar. Scouts and families that know when activities are happening, and that they've already paid for them (through fundraising participation) will be much more involved.

Download and complete the Trail's End Program Planner spreadsheet to create a budget for your unit. Follow the instructions at the top of the page. Planners can be found at [www.gswcbsa.org](http://www.gswcbsa.org) There are two versions for the planner, pick the one that's best for your unit.



## 2014-2015 Unit Program Planner

**ONLY ENTER DATA IN HIGHLIGHTED SPACES**

1. Enter all your activities and costs per Scout 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.

Unit Type and Unit #	0
Number of Scouts in Unit	0
Unit Commission %	0%

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	Unit Total Activity Cost & Expenses	\$0
\$0	Boys' Life	Scout Total Activity Cost & Expenses	\$0
\$0	Uniform	Other Expenses	\$0
\$0	Advancements	Unit Sales Goal	#DIV/0!
\$0	Total Expenses	Scout Sales Goal	#DIV/0!



## How to Begin

**Set a Goal**—Do some daydreaming. What does your unit want to do in the coming year? How much will it cost to send everyone to camp? How much money does it take to run your unit for the year? Set a dollar sales goal for the unit that will fund your program for the year with this one fundraiser. **Establish individual boy sales goals** by dividing the unit goal by the number of boys selling, or have each boy set his own personal sales goal for what he wants to accomplish.

**Sales Tips**—Here are a few ideas that can help your boys have a successful sale:

- ☞ **ALWAYS** wear your uniform. Smile, be courteous and introduce yourself.
- ☞ **ALWAYS** sell in pairs accompanied by an adult and never sell after dark unless you are with an adult.
- ☞ **ALWAYS** walk on the sidewalk and driveway, NOT through the yard. Watch for traffic.
- ☞ **NEVER** carry large amount of cash with you.
- ☞ **NEVER** enter anyone's home.
- ☞ **ALWAYS** have 2 pens with you and keep your Take-Order Form as neat as possible.
- ☞ Make sure you know all the different types of **Trail's End** Popcorn Products and the delivery date they will be delivered.
- ☞ **ALWAYS** tell the people what the money goes for.
- ☞ Not every house will buy so do not become discouraged.
- ☞ The more people you ask, the more people will buy.
- ☞ Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- ☞ Ask your parents, grandparents, aunts, uncles, and neighbors: **Trail's End** popcorn makes great gifts for teachers, friends, co-workers, etc.
- ☞ Ask your friends at your place of worship if they would like to buy some **Trail's End** Popcorn.
- ☞ Pre-sell by telephone—call potential customers and set appointments
- ☞ Don't forget to set up your on line account to sell to friends and family out of town. Remember –on line sales earn 30%, and sales go towards scholarships.
- ☞ Remember your family and anybody you sold to last year (Review last year's take order sheets, if you kept them and remember to keep this year's for next year's popcorn sale.)
- ☞ Ask if either the boy or his parents can sell at the parent's work place.
  - Use the standard take-order form, attach a picture of the Scout (in uniform if possible) with a short note about what the Pack or Troop and individual wants to do with the money earned
  - Sell to businesses for their gifts to their customers
- ☞ Set a goal—how much does your unit need to earn? What specific prize do you want to shoot for?
- ☞ If the potential customer does not like popcorn, encourage Military Donations
- ☞ Have your Scouts practice using the following script:
  - Tell them who you are: **"Hi sir / ma'am, my name is \_\_\_\_\_ (First name only!)"**
  - Continue with the group you are representing: **"and I'm a scout with pack / troop \_\_\_\_\_"**
  - Tell them what you are doing: **"We're selling popcorn to help raise money for our Pack / Troop."**
  - Tell them what they can do for you: **"You can help us by buying some of our delicious popcorn."**
  - Now get the sale by telling them to buy in a question: **"You'll help us out, won't you?"**

## Sell the Scouting Program - Sell the Sizzle!



- ☞ It's not about the popcorn, it's about the program. Selling popcorn as a fundraiser enables a unit to have funds to deliver their "program".
- ☞ We are selling Scouting, and people will buy if asked.
  - 82% of the public has never been asked to buy popcorn from Scouts.
- ☞ People need to know why Scouts are selling popcorn...what is the reason?
  - Volunteer leaders should inform Scouts, and their parents, how the popcorn sale directly benefits their unit program and directly benefits individual Scouts and their families.
  - A printed calendar and unit budget will help educate parents and Scouts on "plans for the upcoming year".
- ☞ The popcorn costs too much.
  - Surveys show that people will purchase from a Scout, if asked, and if they hear "how it will benefit the Scout" who is selling.
  - This is a unit fundraiser, not a "bargain sale". Again, it's not about the popcorn, it's about the program.
- ☞ Our pack/troop has another fundraiser and we do not have a need to "sell popcorn".
  - If this is the case, then consider allowing the total unit commission to go directly into a "Scout's account" for weekend campouts, field trips, summer resident camp, Cub Scout Day Camp, ...etc.
  - Many units find the Popcorn Sale and Scout-O-Rama ticket sales adequate for both their Unit and individual Scout annual needs and parents appreciate not having to come up with funds/dues every week/month.

**It's not  
about  
the  
popcorn,  
it's  
about  
the  
program!**

### Popcorn Safety Tips

- When selling popcorn in your neighborhood always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.



### Who Buys Popcorn?

- |                     |                       |
|---------------------|-----------------------|
| • Parents           | • Teachers            |
| • Grandparents      | • Coaches             |
| • Neighbors         | • Parent's Co-Workers |
| • Religious Friends | • Doctor              |
| • Area Business     | • Unit Leaders        |

**\*Don't forget last year's customers. Make sure you kept your sales from last year and ask each of them to buy again.**

**\*Have a parent in your pack/troop that owns his/her own business? Do they send Christmas gifts to employees/customers? Ask them to send popcorn this year.**



# FILL IT UP!!

**Fill up ONE Popcorn Order Sheet to get an entry into the weekly drawing for a \$100 High Desert Scout Shop Gift Card! Drawings on September 5th, 12th, 19th, 26th, October 3rd and October 10th. You can enter as many times as you fill up a NEW sheet with popcorn orders.**

\*To qualify for this drawing, a valid form is considered to have a different name on every line, with product. Lines titled "donation" and lines with the same name multiple times will not be entered.



# 2014 Prize Program



## Scout Recognitions

- ⇒ **GSW Council Sponsored Weekly "Fill-a-Sheet" and End of Season Drawing:** Each scout that fills up an entire popcorn sales sheet with take orders and faxes (505-345-7650) or e-mails ([popcorn412@scouting.org](mailto:popcorn412@scouting.org)) a copy into the Council office by 5:00 p.m. on each Friday will be entered into the weekly drawing for a \$100 High Desert Scout Shop Gift Card. Previous weeks non-winning entries will roll into the next weeks drawing. Weekly drawings will be held September 5th, 12th, 19th, 26th, and October 3rd for the Fall Sale Program. There will be one Holiday Season drawing on December 2nd. There will be an end of season drawing for a very special prize! All winning and non-winning Fill-a-Sheet entries will be entered into this end of season drawing. To qualify for this drawing, a valid form is considered to have a different name on every line, with product. Lines titled "donation" and lines with the same name multiple times will not be considered.
- ⇒ **GSW Council Sponsored \$600 Sales Club Prize:** Each scout that sells \$600 or more in combined popcorn Take Orders and Online Sales will receive a Skylights Rocket Set at the end of the selling season. The Skylights Rocket Set come complete with flexible launcher hose, 2 light-up night rockets and 3 daytime rockets. See picture on next page.
- ⇒ **GSW Council Sponsored Top Seller in each District Prize:** The GSW council will award the top selling scout in each district with the highest combined Take Order and Online Sales with a 6-month Game Fly Gift Certificate (to redeem towards a Game Fly membership) or an REI Gift card of equal value. Top Seller in each district will be determined at the end of the Holiday Sales program.
- ⇒ **Trail's End Scholarship:** Any Scout that sells \$2500 (or more) in 2014 will get 6% of their sales amount into the Trail's End Scholarship Program. The money will continue to accrue while the Scout sells Trail's End popcorn. Scout Take Order and Online sales count towards the Trail's End Scholarship. Show & Sell and Show & Deliver sales can be counted towards a scout's sales for the Trail's End Scholarship with proper documentation from the Unit Popcorn Kernel detailing the scouts involved, dates of sale, total sales, and sales amount allocated to each scout.

## Unit Recognitions

- ⇒ **Sales Increase Recognition** Units that increase their total 2014 sales over 2013 (Show & Sell, Show & Deliver, Take Order, Holiday and Online) will receive a 2014 Bonus Commission. All 2014 sales above your 2013 sales will get the increased 50% commission rate.

### Example:

Unit sold \$1000 in 2013 (combined Show & Sell, Show & Deliver, Take Orders, and Online orders)

- Attends 2014 training (+3% commission)
- Turns in 2014 program planner (+2% commission)

Unit Sells \$2000 in 2014

- Earn \$350 on First \$1000 in sales
- Earn \$500 on 2014 growth (sold \$1000 more vs. 2013) higher 50% commission on growth amount

- ⇒ **Best Unit Kickoff EVER contest!** Units that submit their 30 second video of their kickoff will be eligible to selected for CASH!

\*First Place—\$500.00

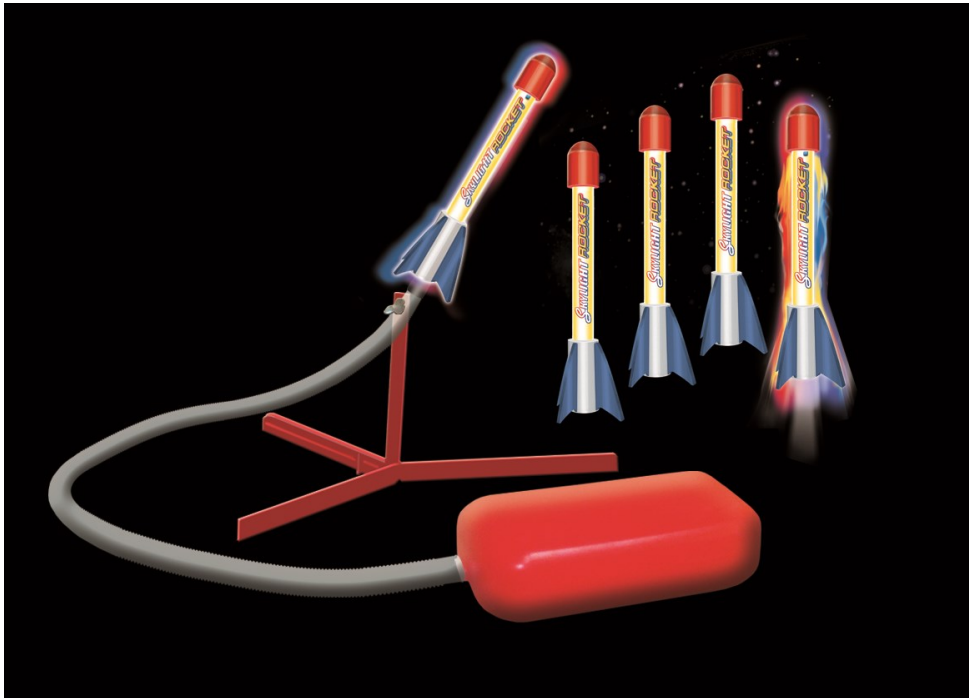
\* Second Place—\$250.00

\*Third Place—\$100.00

Submit your 30 second unit kickoff video showing your **Trail's End** Banner and promotional materials to: [popcorn412@scouting.org](mailto:popcorn412@scouting.org) by August 29, 2014

- ⇒ **New Unit Recognition** New units (or units that are new to selling popcorn) that achieve a total sales of \$5,000 (Show & Sell, Show & Deliver, Online, Take Order and Holiday) will be awarded a certificate and a unit pizza party in December 2014. In addition the unit will receive a \$250 High Desert Gift Shop Gift Card or a Unit credit at the High Desert Gift Shop.

GSW Council Sponsored \$600 Sales Club Prize Picture:



## The Prize Plan

### Pick Your Prize (Cash in Lieu of Prizes Commission Option)

Each scout can select from the great array of prizes in the council prize brochure, based on his sales level. Units would be responsible for tracking each boy's sales amounts.

**PRIZE STRUCTURE:** There are prizes for individual boy sales efforts on the combined Take Order and Online Sales Plans. Please see the Prize brochure list. There is only one Prize brochure list for both Cub Scouts and Boy Scouts.

#### PRIZE GUIDELINES:

- ☞ Prizes are for individual boy's sales from the Take Order and Online sales plans only. **Sales from different boys cannot be combined.** There is one prize selection sheet—included with the take order form.
- ☞ Prizes will be available for shipping as soon as the unit turns in all funds due.
- ☞ All prizes, including patches, are ordered online through Keller Marketing at [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com) only—**no other formats can be accepted.** Units gather individual boy prize requests and summarize them before entering the order online. **Deadline is December 19, 2014. Individual prize orders will not be accepted.**

**Note:** Keller Marketing will ship Prizes directly to the unit kernel. The Great Southwest Council does not handle any prizes.

## Housekeeping Reminders



### Ordering Popcorn:

- ☞ The popcorn is ordered online at [www.trails-end.com](http://www.trails-end.com) (see instruction page, which can be found on the website also.) **Show & Sell/Show & Deliver orders must be placed in full cases. Take Orders can be placed by individual containers**

### Popcorn Distribution:

- ☞ Popcorn for the Take Order Sales (exclusive of the popcorn issued on consignment for the Show & Deliver program) will be distributed on Saturday, October 25 for the metro area, Friday, October 24 for Anasazi District. (December 13th for the Holiday Sales Schedule ). Units will be contacted by the District Popcorn Kernel to Schedule a timeframe to arrive at the warehouse. More details will follow on Locations and times.
- ☞ For the Metro Area, units will have their orders sorted and ready for pick-up on Saturday October 25. Individual appointment times for pick up on Friday will be made as needed with each unit. Leave sufficient time to inventory your order and sign off on quantities. You will be responsible for the accuracy of your order once you leave the building.
- ☞ It is important that units bring sufficient vehicles to carry the load. Popcorn is bulkier and heavier than is normally thought. (A full size pick-up will carry approximately 30 cases of popcorn.)
- ☞ Units should plan their unit distribution to individual boy salesmen (normally at the unit's home meeting location) on Saturday so that boys can get the product to their customers and collect their money as soon as possible.

**Money Turn-in (Settlement Day)**—Remember that **post-dated checks are required at popcorn pick-up.** October 24 & 25 for Fall Sale depending on district, (Date checks for November 8) December 13 for Holiday Sales schedule (Date checks for Dec 27)

- ☞ Incomplete money turn-ins will result in lost sales commissions.
- ☞ Prizes will be held until the settlement is complete
- ☞ After the popcorn orders are submitted and checked, each unit will be given a copy of the popcorn settlement form showing what money is due, assuming that the account will be cleared on time.

**Kernel Journal**—throughout the popcorn sale, unit Popcorn Kernels will receive electronically periodic issues of the council's *Kernel Journal*. These bulletins will keep the unit up to date on the upcoming details of the popcorn sale. Emails will go to the Unit Popcorn Kernel listed on the Unit Popcorn Commitment Form. (If your unit changes Kernels in the middle of the sale, please notify the council.)



## Popcorn Product Mix

	Item cost	Case Qty.	Cost per Case
☞ <b>Chocolate Lover's Collection</b>	\$60	1	\$60
White Chocolatey Pretzels			
Milk Chocolatey Pretzels			
White Chocolatey Caramel Crunch			
Chocolatey Caramel Crunch			
☞ <b>Popcorn For Our Troops—Gold Donation</b>	\$50		
☞ <b>Sweet &amp; Savory Collection</b>	\$40	1	\$40
Dark & White Chocolatey Drizzle			
Kettle Corn			
White Cheddar Cheese Corn			
☞ <b>Cheese Lovers' Collection</b>	\$30	1	\$30
White Cheddar Cheese Corn			
Cheddar Cheese Corn			
Buffalo Cheddar Cheese Corn			
☞ <b>Popcorn For Our Troops –Gold Donation</b>	\$30		
☞ <b>Chocolatey Caramel Crunch Tin</b>	\$25	6	\$150
☞ <b>Premium Caramel Corn w/Almonds, Cashews and Pecans*</b>	\$20	12	\$240
☞ <b>Dark &amp; White Chocolatey Drizzle</b>	\$20	12	\$240
☞ <b>Unbelievable Butter Microwave *</b>	\$20	6	\$120
☞ <b>Butter Light Microwave *</b>	\$20	6	\$120
☞ <b>Jalapeno Cheddar Cheese *</b>	\$15	6	\$90
☞ <b>Kettle Corn *</b>	\$15	12	\$180
☞ <b>White Cheddar Cheese Corn*</b>	\$15	6	\$90
☞ <b>Classic Caramel Corn*</b>	\$10	12	\$120

**\*These seven products are available for Show & Deliver and Show & Sell Sales programs.**

Historic Show & Sell sales successes and for inventory control purposes, only these seven products will be offered for the Show & Sell and Show & Deliver sales programs.

## Vehicle Loading Guidelines



☞ Mid-Size Car	20 cases
☞ Cherokee	40 cases
☞ Mini-Van	60 cases
☞ Suburban/Explorer	70 cases

## Product Storage and Shelf Life Information

Protection of your popcorn products is the primary function of the package. Protection can mean either preserving the internal condition of the product's flavor or acting as a barrier to exterior contaminants.

### Product Storage

**PRODUCTS:** MICROWAVE POPCORN, CARAMEL CORN, CHOCOLATE CORN and CHEESE CORN

#### CONDITIONS TO AVOID:

- ☞ **LIGHT** – Direct light (sunlight or man-made) can generate unwanted heat that can re-melt the oil in Microwave pouches, cause the caramel corn to become sticky or the chocolate to melt. Light also promotes rancidity in oils and causes fading of packages.
- ☞ **HEAT** - Temperatures above 75 degrees can cause similar effects as stated under Light. Heat also drives off the flavors used in the products.
- ☞ **ODORS** – Contaminating odors will ruin any food especially snack and confectionery items. The worst offenders are naphthalene (mothballs), paints, solvents, perfumed soaps and other foods such as onions. Remember that corrugated boxes absorb odors too.
- ☞ **HUMIDITY** – Damp humid air above 75% relative humidity can cause stale flavors, surface mold growth, and for caramel and chocolate corn can cause surface crystallization of sugars.
- ☞ **INSECTS** – Avoid storing products in areas where insect and rodent activity is present.

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