

# Incentives

## **Scout Prizes**

Any Scout who sells at least one item can receive a patch or pin! See your scout's order form to see the additional rewards he can earn from achieving different sales levels.

## **Fill It Up / Full Sheet Bonus**

All Scouts who fill the Popcorn Order form (30 orders) will receive \$10 in Scout Bucks!

Please forward a copy of any full take order form, listing all 30 items that your unit's Scout has worked hard to sell! This copy can be forwarded by email to [alayton@bsamail.org](mailto:alayton@bsamail.org), by faxing it to 215 348 7289, or by dropping it off at the Council Service Center. Please ensure the Scout's name and unit number is legible on the copies forwarded.

The Scout must sell 30 items on their own.\*  
More than one Scout cannot claim the same sale.

Every full sheet completed and received at the Council Office by Nov 7<sup>th</sup> will receive a \$10 Scout Shop Gift certificate. Unit Kernels will be notified of the winners and when their Scout's gift cards are available for pick up.

**Scout Prizes are ordered online** through the Keller Marketing website at [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com). Prizes are shipped directly to the Unit Kernel.

## **College Scholarship**

Scouts who sell at least \$2,500 (either online, face-to-face or both) within the 2014 calendar year will receive 6% of their total sales invested in their own college scholarship account. That's \$0.06 of every dollar they sell, and they only have to hit the \$2,500 minimum one time. Once a Scout is enrolled, 6% of his sales each year will be added to his account. Online sales count!

Scouts need to complete a scholarship form and submit it to the Unit Popcorn Kernel who then will submit the form to the Council Service and Training Center no later than December 5, 2014

Scouts must submit the completed form not only to enroll for the first time, but also to report their subsequent yearly sales.

If a Scout is headed to college, he will need to complete and submit the Scholarship Payout Form to Trail's End. The funds can be used for tuition, books, housing and/or other fees. Please be sure to read Trail's End terms and conditions.

## **THERE ARE FIVE WAYS TO SELL TRAIL'S END POPCORN!**

### **Take Order**

1. The Scout goes door to door with a Take Order Form.
2. The customer writes his/her order on the Take Order Form.
3. A few weeks later, the Scout delivers the popcorn and collects the money from the Customer.

**Advantage:** Higher Dollar Sales per Customer.

### **Show and Sell**

1. The unit sets up a sales display at a high traffic volume area.
2. The customer approaches the unit sales display.
3. The Scout asks the customer if they would like to purchase product.
4. The Scout delivers the product from inventory and collects the money.

**Advantage:** High sales volume of lower priced items.

### **Show and Deliver**

1. The Scout goes door to door with a Take Order Form.
2. The customer writes his/her order on the Take Order Form.
3. The Scout asks the customer if they would like their product immediately.
4. The Scout delivers the product from inventory in the car and collects the money.

**Advantage:** Higher Dollar Sales per Customer and ONLY 1 visit per household.

### **Selling at Work**

1. Mom and/or Dad take an order form to their work.
2. Fellow co-workers write their order on the order form.
3. Mom and/or Dad deliver product and collect the money in a few weeks.

**Advantage:** Increased Sales Dollars for the Scout.

### **Selling Online**

1. Scout communicates his Order Key via email, phone, and so on, to potential or existing customers.
2. Customer goes online to OrderPopcorn.com and purchases popcorn with a credit card.
3. The product is shipped directly from Trail's End to the customer and the Scout and Unit receive credit for the sale.

**Advantage:** Ability to sell Popcorn year round and receive credit for the sale with NO delivery or collection hassles. This method provides an excellent opportunity to reach extended family and friends across the country.