

Scout Popcorn Sale

Unit Kernel's Guidebook

We Want To Help You Earn More Money!



The annual Scout Popcorn Sale is going to be better than ever this year! We're offering the same great options as last year, and we've made ordering easier!

Check out this guidebook for some great information about what's happening this year – there is a lot of exciting stuff to help your unit make the most of the sale!

Ways We Help You!

There are a number of resources available to support unit leadership in making this year's sale easy and successful. We're all in this together, so take advantage of all of these:

- **Sale Guidebook** - This sale guidebook has been put together so that unit kernels have an easy-to-follow guide to this year's sale. There is also a booklet of S&S tips.
- **Online Ordering** - Unit kernels can place their unit's order online. This is new to this year's sale.
- **Council Kickoffs** - The council is hosting two informative kickoff programs. The events will include a review of sales details, tips from an expert, and fellowship. Plus, a unit receives an extra 2% commission if they attend.
- **Kernel Courier** - This is an e-newsletter that is sent out regularly to participating unit kernels and leadership. It includes reminders, tips, and great ideas. We're also going to be using social media like Facebook and Twitter to help share information.
- **Unit Sales Plans** - We have a simple form for units to use to prepare a sales plan to support their goals. Units can earn extra commission for filing and completing their plan.
- **District Teams** - Each district has a popcorn sale team to help support you with this year's sale.

Reasons to Sell!



Extensive Product Line

Scouts will have the chance to sell an a full line of popcorn products with a lot of variety for customers to choose from. Plus, magazine vouchers are available as a product choice right on the popcorn form. We're also offering a candle sale option. Great alternatives for customers who want something different!



Commission Structure

Units commissions can range from 26% to 40% commission (depending on prizes or cash option). Plus, there is an extra Grand Slam Bonus Commission available!



Great Scout Incentives

Awesome incentives are being offered to Scouts who reach higher levels of individual sales or fill an entire sheet on their take-order form.

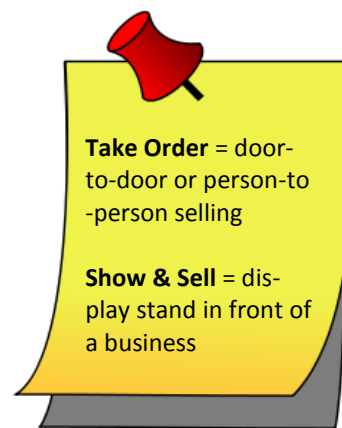
Product Highlights

We're selling popcorn items provided by a company called CampMasters, from Ramsey, Indiana. They're an officially approved BSA vendor; and they have served a number of councils, including last year's sale with our council which was a tremendous success.

CampMasters offers **12 different popcorn products**. These include several microwave varieties, 5 pre-popped items in tins, trail mix, and kettle corn. Also, there is an option to purchase **magazine vouchers** on the same order form as the popcorn. CampMasters also offers a military donation option where a donation can be made and popcorn will be sent to military personnel.

There is also a **candle sale** option that units can opt into. The candle sale works just like popcorn, with the items delivered on popcorn take-order distribution day in November. Candle sales count toward prizes and commissions just like popcorn (with a few exceptions on high achiever prizes, see that section on page 6 for details.)

There are two phases to the sale. **Show & sell** is when you have product with you and sell it on the spot. **Take order** is when Scouts collect orders and return to deliver product. These will be referenced throughout this guidebook.



What's New in 2011?

We've added **online ordering** for unit kernels to place their unit order. This will make it easier for each kernel to get their order placed on-time, and you can avoid having to fax or e-mail your order to the office.

There is a choice of **fill-a-sheet prizes**. A Scout can pick either a has been increased to a \$15 gift card or a foam ball blaster.

An **additional 1% commission level** has been added for per-Scout-sales. Units with per-Scout-sales of \$275 or more can earn a 5% commission.

There is no longer a wrap-up or "evaluation" of each sales plan at the end of the sale. **The 1% commission for that has been invested in per-Scout-sales.** (See above.) There is still a 1% commission for filing an approved sales plan.

Although the popcorn take-order sheet looks different, **the product line will remain the same.** We're still selling 12 different popcorn items along with magazines and military donations. We're also still offering the candle sale program, and the products will remain the same as last year.

Sale Calendar

July 15	Units Should Finalize Popcorn Sale Leadership (Unit Popcorn Kernel)
July 18	Council Popcorn Kickoff: Carlisle
July 20	Council Popcorn Kickoff: York
July 26	Council Popcorn Kickoff: Harrisburg
August 18	Show & Sell Orders Due (Must Be Placed Online)
August 18	Last Day To Complete Unit Sales Plan (Worth at least 1% commission)
September 9	Show & Sell Distribution (Locations TBA)
September 9	Scout's Wear-A-Uniform-To-School Day
September 10	Popcorn Blitz Day
October 19-22	Popcorn Returns at Council Service Centers
October 24	Take Orders Due (Must Be Placed Online)
October 24	Candle Orders Due (Must Be Placed Online)
October 24	Prize Orders Due (Must Be Placed Online)
October 24	Special Incentives/High Achiever Information Due
November 11	Take Order Distribution (Locations TBA)
December 6	Final Payments Due to Council (Paying on time is worth 2% commission)
December 7	Popcorn Payments Past Due; Late Penalties Applied to Late Payments
January TBA	Popcorn \$1000 Sellers Night at Hershey Bears



What's The Unit Kernel's Job?



Keep Everyone Motivated

The unit kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.



Learn About the Sale

Be familiar with the popcorn program, including the products available, key calendar dates, and special incentives.



Set a Goal

With your unit's leadership and based on your unit's annual program plan, set a sales goal. This is one of the most often skipped steps of the sales planning process! Based on your overall goal, and with the help of your district's popcorn team, figure out how to achieve it.



Hold a Unit Kickoff

Plan and conduct Unit Popcorn Kickoff to communicate the program and goals to your Scouts and their families. Get everyone excited, motivated, and focused on getting every Scout involved.

How the sales materials are presented is a huge factor in how successful the sale is. So, organizing a good kick off is one of the most important parts of the kernel's job. Don't be one of those units that just puts forms on a table in the back of the room for Scouts to pick up on their way out.



Organize Unit Efforts

If the unit is going to have a show and sell or blitz day, be prepared to get parents help with staffing the event. Know your dates and locations up front so that Scouts and parents can sign up at the kickoff. Also, communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.



Place Orders and Distribute Popcorn

Collect and make your unit's order, pick up product, distribute products, and collect money. Don't forget that 2% of the unit's commission is based on the unit paying its bill on time at the end of the sale. Payment is due, by check, on or before December 6. A 2% late fee is added each week that payment is late after the Dec 6 due date.



The unit kernel's number one job is to be enthusiastic! The Scouts and families will follow the kernel's lead!

Commission Structure



More Ways To Earn!

The commission structure for the sale includes more options for units to earn! If a unit accomplishes each part of the commission plan, they will earn a whopping 36% to 40% commission, depending on the prize or cash option.

The base commission rate on total sales (popcorn, candles, and magazines) has been set at 26%. An additional 4% may be added to the base commission if the cash option is chosen. (See note below for more details.)

Additional commission may be earned by doing these items:

- 2% for attending one of the Council Kickoffs (July 18, 20, or 26)
- 2% for having your bill paid on time at the end of the sale
- 1% for setting a sales plan and getting it approved by the district/council team
- 1 to 5% related to average per Scout sales (membership as of June 30, 2011)
 - * the unit would earn 1% if average per Scout sales are \$150 to \$199
 - * the unit would earn 3% if average per Scout sales are \$200 to \$249
 - * the unit would earn 4% if average per Scout sales are \$250 to \$274
 - * the unit would earn 5% if average per Scouts sales are \$275 or more.



Grand Slam Bonus

Plus, an additional incentive is being offered for those units whose sales are grand slams. Any unit whose gross sales are more than \$10,000 can earn an extra 10% commission on all sales over \$10,000. For instance, if a unit sold \$12,000 worth of popcorn, their regular commission would apply to their total sales AND they will earn an additional 10% commission on the \$2,000 in sales over \$10,000. This would be an additional \$200!



What Is Prize or Cash Option?

Some units like to have prizes available to their Scouts to help build excitement and motivate them to sell. The base commission rate is 26% for units that choose prizes and 30% for units that choose the cash option. However, there is a lot of merit in considering a prize program, especially for Cub Scout packs since it reinforces instant recognition. The majority of packs that sell over \$5000 use the prize program.

Prizes are based on a Scout's total Take Order sales and may include popcorn, candles, and magazines. The entire unit, not individual Scouts, must be either on the cash or prize option.

There are some special incentives for all Scouts to strive for which are available whether or not the unit uses the cash or prize option. See page 6.

Special Incentives

Some great additional Scout incentives are also available, whether or not the unit is in the cash or prize program. These are all designed to recognize some super-achieving salesmen!

Scout Incentives

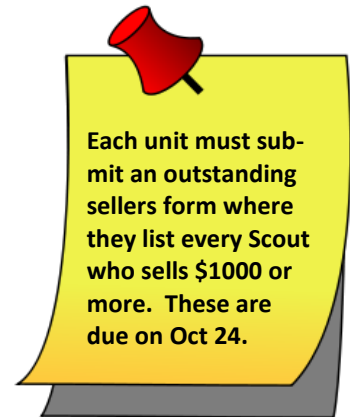
These incentives are available based on an individual Scout's total take order sales (popcorn, candles, and magazines):

District Top Selling Scout – The top selling Scout in each district will earn a free week of summer camp at Camp Tuckahoe, Hidden Valley Scout Reservation, or a council day camp for 2012.

Fill-a-Sheet - Any Scout who fills a sheet has a choice of either a \$15 Walmart gift card or a foam ball blaster.

\$1000 Sellers – Scouts who sell at least \$1000 will receive a ticket to a Hershey Bears game for a special Scout night to be held during the 2011-2012 season (likely held in January 2012).

\$1500 Sellers – Scouts who sell at least \$1500 will receive 2 passes to Hershey Park (good for any day in 2012) plus a ticket to a special Scout night at the Hershey Bears.



CampMasters Popcorn High Achievers

Scouts may also be available for some additional incentives as well, based on total take order sales *from popcorn and magazines only*. These are the only occasions where candles are excluded in calculating sales totals.

\$1500 Popcorn Sellers – Scouts who sell \$1500–\$1999 will earn a \$50 gift card for Target or Walmart.

\$2000 Popcorn Sellers – Scouts who sell \$2000-\$2999 will receive (choice of 1) an 8G iPod Nano or and Awesome Camping Package.

\$3000 Popcorn Sellers – Scouts who sell over \$3000 will receive (choice of 1) a Nintendo 3DS System or a savings bond for 5% of their total sales in increments of \$1000. They will also receive a \$50 Walmart gift card.

- \$3000 = \$150 Savings Bond
- \$4000 = \$200 Savings Bond
- \$5000 = \$250 Savings Bond

Patches

Patches are available to “prize” option units as part of the prize program. Any unit that has taken the “cash” option (or any prize unit wanting extra patches) may purchase patches for \$.50 each. Please contact the council service center for details.

Sales Methods

There are three primary sales methods that your Scouts can try this fall. Using all three will help you achieve your goals even faster.

Take Order

This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn, candles, and magazines using an order sheet. Parents can also help by taking the order forms to work. Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

Show & Sell

This method is a lot like an old school lemonade stand — Your unit gets permission to have a booth in a high traffic area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units, as it allows a lot of sales without actually going door-to-door. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn.

A majority of the popcorn products are available for show & sell. However, items with chocolate in them are take order only. Candles and magazines are take order only as well.

Left over show and sell product can also be used to fill take orders.

- **Blitz Day**—A special council-wide blitz day is being planned for Saturday, September 10, the first day we have popcorn available to sell. We're hoping to draw media attention to the sale and harness all that publicity to get the sale started in every community. To do this, we need all units to commit to do a Show & Sell that day. The council will help units set up show & sells on that day; more details will be announced soon.

Show & Sell Kits

To help units have a professional looking show & sell display, the council has a number of "show & sell kits" available that units can borrow for a weekend. The kit includes a sign board with prices, an easel, and a banner. All of the items that are available for show & sell are pictured on the sign board. Using these kits are a great addition to a show & sell set up, as it makes it easy for customers to know available products and prices.



Unit Sales Plan

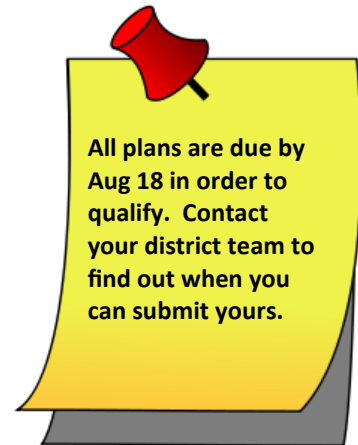
We want every unit to do as well as possible during the fall popcorn sale. There are more options than ever before, so it should be a great sale. To help units prepare, we're asking units to be prepared by making a sales commitment.

We're focusing on the unit kickoff and the plan for each part of the sale. All you have to do is fill out a simple form and review it with your district sales team. The form will be available online, separately from this packet.

If you complete your plan and get it approved by your district popcorn sale team, you'll get an extra 1% commission. *However, all plans must be approved by the district popcorn sales team by August 18 to qualify.*

Things you should be thinking about for your sales plan are:

- Setting a goal and how it breaks down on a per boy basis.
- Conducting an awesome unit kickoff that gets all of your Scouts and families charged up!
- Getting all your Scouts and families involved!
- Promoting special incentives
- Trying a Show & Sell and participating in Blitz Day
- Having a good Take Order program and getting parents to take the order forms to work.
- Getting your bill paid on time.



Unit Kernel Gift for Filing Sales Plan

Any unit kernel who files a sales plan by August 18 will receive an exclusive popcorn kernel travel mug. Also, every unit kernel will receive a reusable cloth bag featuring the popcorn kernel logo. The unit's order forms will be distributed in the bag.



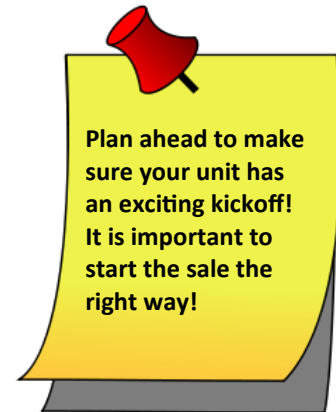
Unit Kickoff

A big part of the unit kernel's job is to plan the unit's kickoff. This is an important event because it sets the tone for the unit's entire sale! Units should make a special effort to get every Scout involved in the sale, and having a fun kickoff is a key step in that direction.

This event is also an opportunity to get Scout families involved. If you need Johnny Scout's mom or dad to help with something, go to your kickoff prepared to sign them up with dates, times, and locations.

Some things to include in the unit kickoff:

- Opening - Maybe a song, skit, or game to excite everyone.
- Do the "Why Sell Popcorn" speech - This is an opportunity to inform parents of budget, program costs, how to avoid out of pocket expenses, and introduce a plan to pay for it all.
- Talk about products.
- Explain Show & Sell and Take Order methods.
- Demonstrate how to sell - you can use honor when demonstrating with how not to sell.
- Review Safety Rules & Buddy System.
- Make a one-page summary sheet with all the details for your unit's sale listed for easy reference. Include the date that orders are due to the unit kernel and his/her contact information.
- Review again why parents and Scouts should sell and talk about goals. Also, announce special incentives.
- Sign up families for shift coverage for unit Show & Sell events.
- Distribute materials.



Don't do these things at your unit kickoff:

- Leaving the order forms on a table in the back of the room.
- Think that you don't need to review the forms because everyone has sold before.
- Skip examples of how the sale is helpful to the parents, Scouts, and unit— including that it pays for awards and trips. Examples help make the sale real for everyone involved!

Getting Your Order



Placing Your Orders

The unit kernel has to place two important orders during the sale (show & sell and take order). These orders must be placed online. Please see instructions on the next page of this packet.

The first order, which is due on **Thursday, August 18**, is for the Show & Sell portion of the sale. This should be based on previous sales history for similar products as well as the sales potential based on the number of show and sells that the unit has scheduled.

Only popcorn (non-chocolate) is available for Show & Sell. The candles and magazines, as well as the popcorn military donation, are take order only.

Units may also use unsold product from their Show & Sell Order to fill their take orders. In addition, the council will take returns during the week of October 19-22.

The second order, which is due on **Monday, October 24**, is for the take order. This should be based on exact unit needs from the Scouts' take order sheets, minus any product left over from the Show & Sell Order.



Popcorn Distribution

The unit kernel also needs to coordinate the unit's efforts to get their popcorn order picked up.

For Show & Sell, the council will have two distribution sites: one in the York area and one in the Mechanicsburg area. Specific locations and times will be announced when they are finalized. Distribution will be on Friday, September 9.

For Take Order, there will be multiple distribution sites. Specific locations and times will be announced when they are finalized. Distribution will mostly be on Friday, November 11.



How much can fit in car?

As a helpful reference, this is approximately how much popcorn will fit in a car:

Mid-Sized Car—20 Cases

Jeep—40 Cases

Mini-Van—60 Cases

Suburban/Explorer—70 Cases

Popcorn Online Ordering

General Instructions

- To find the CampMasters ordering website, please go to **www.newbirthoffreedom.org/districts/popcornsale**
- Under "Online Ordering for Unit Kernels", click "Popcorn Order"
- Click the button that says "Campmasters Ordering for Council and Unit Leaders"
- Select New Birth of Freedom from the Council dropdown menu. Enter your user ID and password and click Login. The first time you log in the password is **hello**. You will be prompted to change this to something you will remember.
- Once you log in go to the navigational bar on the left and click **Commit Sales**. Before you place any orders you will have to indicate which sales you are participating in, Take orders and Show and Sell (Show-N-Deliver) You can also update your unit contact information on this screen. Click submit once you have entered your information.

User IDs

Your user ID is based on your unit type, number and district abbreviation. For example Pack 99 in First Capital District would use the ID: **P99FC**, and Troop 1234 in Adventure district would have the ID: **T1234AD**. District abbreviations are as follows, Adventure=AD, Blue and Grey=BG, Blue Mountain=BM, First Capital=FC, Frontier=FR, Indian Steps= IS, Oliver Perry= OP, Union Canal=UC.

Show and Sell Orders

- After logging in to the Campmasters website click on **Place Show-N-Deliver** on the left navigational bar.
- Enter Show and Sell items by full cases. Some larger items will only come with one container per case.
- Click **Preview Order**. If order is correct click **Submit Order**.
- **Orders must be placed by AUGUST 18.**

Take Orders

- After logging in to the Campmasters website click on **Place Take Order** on the left navigational bar.
- Enter Take Order items by individual containers. Click **Preview Order**. If order is correct click **Submit Order**.
- **Orders must be placed by OCTOBER 24.**

If you have questions about the online ordering process or need assistance logging into the Campmasters website please contact Sarah Sheaffer at the council service center at 717-620-4516 or by email sarah.sheaffer@scouting.org.

Visit **www.newbirthoffreedom.org/districts/popcornsale**
to place your order.

Prize Ordering

General Instructions for First Time Use

- To find the Prize ordering website, please go to **www.newbirthoffreedom.org/districts/popcornsale**
- Under "Online Ordering for Unit Kernels", click "Prize Order"
- Click on "Login", found in the bottom left corner of your screen
- In the central area of the screen, click "Register Here" and enter the information requested. You must "create a profile" and login before any order may be entered.
- Enter Council ID: **544NBF** then click enter
- You will need to fill in the following information to create a profile:
 - ◇ **VALID** e-mail address.
 - ◇ Create a password and then confirm it.
 - ◇ Enter first name, last name, address, phone number, select district name from a dropdown menu, select unit type from a dropdown menu (pack, troop, crew), enter unit number.
 - ◇ Click REGISTER.

Returning to Site and Logging In

- Go to Prize ordering website at **www.newbirthoffreedom.org/districts/popcornsale**
- Click 'login' on the welcome screen.
- You are back on the home page. Type your email address and password, and click 'Login'.

Placing Order

- Click 'Quick Order' in the menu on the left of your screen...it is the third choice on the left. Complete the "**TOTAL PRODUCT SALES** and **NUMBER OF SCOUTS SELLING**" as these are required fields. Next, enter prize quantities and complete all of the required fields to ensure proper shipment.
- Click "NEXT" when you have completed the prize selections.
- Verify your shipping address (Note: We are unable to ship to a P.O. Box)
- Upon successful completion; you will receive an e-mail verification, unless your Internet Service Provider has our system blocked. Please keep your order number for future reference.

If you need assistance with this process, please contact the prize company's customer service via e-mail at BSACustomerService@gcc-usa.com, call 888-351-8000, or contact the council service center.

Candle Ordering

Unit kernels will be able to place their unit's candle orders online at www.newbirthoffreedom.org/districts/popcornsale. Directions will be available at the website closer to the ordering deadline.

Helpful Stuff



Forms Scouts Need To Sell

There are a few different forms that Scouts might need to sell:

- Popcorn Take Order Form - This form includes popcorn and magazine information, all in one.
- Candle Take Order Form - This includes all the candle products.
- Prize Brochure - This brochure has samples of the prizes for Scouts to see. (Only units participating in the prize program need these. There are separate versions for Boy Scouts and Cub Scouts. Units using the cash option don't need these.)



Additional Forms

Separate from this booklet, there will be several forms that a unit kernel will need. These will be available on the council website (www.newbirthoffreedom.org/districts/popcornsale) and at the kickoffs. These forms include:

- Request for Certificates of Insurance - Some show & sell locations will want a certificate of insurance which the council will issue to you. There is form to request this.
- Unit Sales Plan - Unit kernels can use this to draft their sales plan.
- Outstanding Sellers Form - Units are asked to submit the names of all Scouts who sell \$1000 or more. We use this data to fulfill special incentives.



Bookmark the council website at www.newbirthoffreedom.org where all the forms and updates will be available.



District Contact Information

For additional assistance, please contact your district executive. This person will help you or put you in touch with your district popcorn team.

- Adventure: Kevin Gill, 717-620-4527, kevin.gill@scouting.org
- Blue & Grey: John Blasius, 717-827-4571, john.blasius@scouting.org
- Blue Mountain: Benjamin Wielebinski, 717-620-4515, benjamin.wielebinski@scouting.org
- First Capital: Patrick Colvin, 717-827-4569, patrick.colvin@scouting.org
- Frontier: Bill Tolleson, 717-620-4525, william.tolleson@scouting.org
- Indian Steps: Brian Bramble, 717-827-4572, brian.bramble@scouting.org
- Oliver Perry: JoAnn Booth, 717-620-4526, joann.booth@scouting.org
- Union Canal: Benjamin Wielebinski, 717-620-4515, benjamin.wielebinski@scouting.org

Frequently Asked Questions

Do candles and magazines count in my unit's total sales?

Yes, candles and magazines count along with popcorn when adding up the unit's total sales. The commission rate is applied to this total.

Does every Scout in my unit have to sell in order for the unit to participate in the sale?

No, a unit can participate with only some Scouts. We hope everyone will participate, but some units may have some families that opt out. This sale is the best fundraiser available to participating Scouts and units, so units should make it available to anyone interested.

My unit has a problem with its bill. Who should we call?

Please contact Sarah Sheaffer at the council service center (sarah.sheaffer@scouting.org or 717-620-4516) or your district executive.

Can my unit place its order by individual boxes or cans?

Yes, for take order you can order by individual containers. Show & sell orders will be by case.

My unit ordered too much popcorn for my show & sell. Can we return the extras to the council for a refund?

Yes, there are product return nights during the week of October 19-22. Please see the Kernel Courier for details. All popcorn must be returned by October 22; returns will not be accepted after that date. If your unit can use its extra show & sell popcorn for their take order sale, they should do so. They should not return items they will be re-ordering for take order.

When are payments due, and how should I pay?

Payments are due by December 6. A 2% late fee will be applied each week that an order is late after Dec 6. Units are asked to pay by check. Due to fees related to processing large credit card payments, we'd prefer not take large payments that way.

Can my unit combine one Scout's order with another to order a higher-level prize?

No, prizes are based on an individual Scout's sales.

Can my unit order extra patches?

Yes, they are available for \$.50 each. Please contact the council service center to order.

When are prize orders due?

Prize orders are due on Monday, October 24, when popcorn take orders are due. This is a firm deadline and we will not be able to process additional orders long after the due date.



New Birth of Freedom Council, BSA

www.newbirthoffreedom.org/districts/popcornsale

Mechanicsburg Service Center: 717-766-1591

York Service Center: 717-843-0901

Find us on Facebook at facebook.com/popcornsale

Follow us on Twitter at www.twitter.com/bsapopcorn