Popcorn & Nuts Sale 2016

Unit Guidebook

Prepared. For Life.
Welcome to the New Birth of Freedom Council’s 2016 Popcorn & Nuts Sale!

The New Birth of Freedom Council, Boy Scouts of America is pleased to offer the **2016 Popcorn & Nuts Sale** as a coordinated fundraiser for your unit to earn the funds it needs to experience its “Ideal Year of Scouting”. We have some exciting things in store for this year! **Trail’s End** is back as our popcorn vendor for 2016 and by popular demand we will be offering some of the products in tins for this year’s sale. We are also pleased to partner with **Whitley’s Peanuts Factory** to offer a variety of additional product offerings that should be a nice addition to our popcorn products. Another exciting new piece to the sale is our partnership with a new prize vendor, the **National Supply Division** of the **BSA**, which in recent years has developed a very attractive prize program for Scouts and will be supported through our Scout Shops in Mechanicsburg and York. The sale continues to be very important to our Council and your participation is greatly appreciated. In addition to providing financial resources to our units, it also is a significant source of funding for the Council’s operating budget and helps to support our camps, service centers, staff, communications, adult leader trainings and much more - all the things we need to better serve your Scouting families. This Unit Guide will provide the information you will need to have a successful sale. Additional information may be found on newbirthoffreedom.org/popcorn. Best of luck for a successful 2016 Popcorn & Nuts Sale!

Yours in Scouting,

Bruce Apgar
Council Popcorn & Nuts Kernel

### Popcorn & Nuts Sale Calendar

**August 22**  
Show & Sell Sale popcorn and nuts orders due at newbirthoffreedom.org/popcorn (full cases only).

**September 9**  
Show & Sell Sale orders distributed to units.

**September 26**  
Show & Sell Sale 2nd orders due at newbirthoffreedom.org/popcorn for additional product if needed.

**October 7**  
Show & Sell Sale 2nd orders distributed to units.

**October 19-22**  
Units may return unsold Show & Sell Sale products to the Mechanicsburg or York Service Center.

**October 24**  
Take Order Sale popcorn and nuts orders and Prize orders due at newbirthoffreedom.org/popcorn.

**October 24**  
Outstanding Sellers Forms due to Holly.Schwalm@scouting.org

**November 11**  
Take Order Sale orders distributed to units.

**December 2**  
Payments due.
Prize Program
All participating units are eligible and encouraged to participate in the council prize program. The prizes this year are being offered and administered through the National Supply Division of the Boy Scouts of America and will be supported by the Mechanicsburg and York Scout Shops. Great prizes are available at different sales levels for Scouts to earn (see prize flyer inside the Trail’s End order form). Historical data shows that units participating in the prize program have greater sales compared to those units that do not. Prize orders are due the same time as the orders for the Take Order Sale.

Galactic Collection Patch
Scouts can earn this patch and its surrounding segments as well as earn the Top Seller Pin. The patch is for popcorn items only. Patches are available for Scouts in all units participating in the sale at no cost. A Scout may qualify for the following patch pieces by completing the following:

• Sell one popcorn product: Participation Patch.
• Make an Online sale.
• Be a member of the Seller Club: $650 in popcorn sales.
• Sell 1 of each popcorn item.
• Make a military sale (popcorn only).
• Top Seller pin - Top selling Scout in your unit or sell $1,000 in total sales – popcorn only.

Nuts for Scouts Patch - Scouts can earn by selling one nuts item.

Council Prizes for all Scouts
All Scouts are eligible to earn the following prizes regardless of whether their unit participates in the council prize program. All Scouts selling $650 or more will receive their choice of a Radio Flyer Shockwave Scooter or BSA Deluxe Knife. Scouts selling $1,000 or more will receive two tickets to a Hershey Bears Game. Scouts selling $1,500 or more will receive two passes to Hersheypark. The top selling Scout in each district will receive a free week of summer camp in 2017 or 2018 at Hidden Valley Scout Reservation, Camp Tuckahoe, or Cub Scout Day Camp. Scouts selling $2,500 or more (popcorn sales only) will receive 6% of their total sales towards a college scholarship.
Ways to Sell

Show & Sell
Your pack, troop or crew gets permission to sell in front of a retail store or in the local mall. You set up a display with products for people to purchase as they walk by. Have plenty of products on display for people to buy. This method gives you access to a large number of potential customers and promotes the Boy Scouts of America in the community. You can also use the products to show to your customers. The customer is able to select the products he or she wishes to buy from your product selection. You then hand over the product and collect payment right then and there. The advantage is there is no return trip required for product delivery and money collection.

Important: All leaders selling product with Scouts during Show & Sell sales must have the background checks required by Pennsylvania State Law and the New Birth of Freedom Council, BSA.

Take Order
This is the most traditional way to sell; going door-to-door with the take order form, which you receive from your leader or council. Your customer chooses the product(s) he or she wishes to buy and writes the order on your form. You will collect payments when you deliver the product to your customers a few weeks later. This provides a personal connection with your customers, and there are usually higher dollars per customer than storefront sales. Parents can also take an order form to their work place. Their co-workers write their order on the order form. Parents deliver the products and collect payments a few weeks later on their Scout’s behalf.

Selling Online (popcorn only)
This is the best way Scouts can sell to friends and family who live out of town. You can send emails to your customers asking them to purchase Trail’s End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card, and Trail’s End ships the products directly to your customers. New for 2016 - The products offered online are different than the products offered on the order form. The advantage is that there is no product delivery or money collection. Scouts, with their parent’s support, set up their own account to sell online at trails-end.com. Please note because this sale is year-round and online sales receive a higher commission rate (50%) than the Show & Sell and Take Order Sales, online sales may not be counted towards prizes.

Selling Tips
• ALWAYS wear your uniform
• ALWAYS smile and introduce yourself
• ALWAYS tell your customers why you are selling popcorn & nuts
• KNOW the different kinds of popcorn
• ALWAYS say "Thank You"
• ALWAYS make a copy of your order form
• ALWAYS have a clean order form with a pen

Safety Tips
• ALWAYS walk on the sidewalk and driveway
• ALWAYS sell with another Scout or with an adult
• NEVER enter anyone’s home
• NEVER sell after dark unless you are with an adult
• DON’T carry large amounts of cash with you
Unit Kickoff - *a critically important part of your sale!*

- **MAKE IT A FUN EVENT!** This is often the first gathering of the new program year for Scouts and parents. Conduct games, have snacks, offer door prizes, etc.

- Explain how selling popcorn & nuts helps your unit fund its program and helps the New Birth of Freedom Council provide resources, support and service to your unit. Over 70% of all sales stay in Scouting!

- **Distribute** Popcorn & Nuts order forms to each family. Let parents know they can take order forms to work.

- Review all the activities planned and their costs for the upcoming program year and summarize a list of things that the unit will pay for in its annual budget.

- Announce the total sales goal for the sale and the per Scout sales goal for every Scout. Emphasize to parents that participating in the Popcorn & Nuts Sale is an expectation of Scout families and each family should aim to meet or exceed their per Scout sales goal. Remember, parents and Scouts will follow where their unit leaders lead them!

- **Motivate parents** to sell by sharing these benefits their Scout will receive through the sale:
  - Learns value of earning their own way
  - Learns salesmanship skills
  - Increases self-confidence
  - Saves a family out-of-pocket expenses
  - Enhances communication and public speaking skills
  - Learns how to manage money
  - Learns how to set and achieve goal

- **Motivate Scouts** to sell by reviewing the prize program and the prizes they can earn. Promote the Council Prizes - Galactic Collection Patch, Nuts for Scouts Patch, Scooter/ Pocket Knife, Hershey Bears tickets, Hersheypark passes, Trail’s End college scholarship. Create and share your own Scout incentives and prizes for your unit to motivate your Scouts to sell, such as gift cards, camping equipment, fishing poles, movie theater passes, video games, pizza party, ice cream social party, pie in the leader’s face.

- Review the different selling methods: Show & Sell, Take Order, Online (popcorn only)

- Review important dates - Show & Sell locations, shifts needed and dates, deadline for Take Order orders, deadline to turn in money for product.

- Review the safety tips, selling tips, and background checks needed for adults.

- **Teach your Scouts how to sell.** Teach Scouts this proven sales speech and have them practice it:

  “Hi sir/ma’am, my name is ________, and I’m a Scout with Pack/Troop/Crew_____. We’re trying to raise money to support our Scouting program. Won’t you please help us by trying some of our delicious popcorn and nuts?”
Orders

Show & Sell Sale
Orders must be placed by August 22 at newbirthoffreedom.org/popcorn. Once on the website, click on the “Popcorn Orders” or “Nut Orders” and you’ll be redirected to the appropriate website for each. For Popcorn Orders you will need your username and password which will be issued to you prior to ordering. Your initial order should be less than or equal to 80% of what your unit sold last year for the total sale - Show & Sell Sale plus Take Order Sale orders. This will help to prevent a unit receiving an order that is too large to completely sell. If your unit did not sell last year please contact your district popcorn kernel for guidance on how much to order. For popcorn orders, be sure to always click “Save” before you leave the page and then the “Submit to Council” button to place your popcorn order!

Please note that chocolate products and other products that may melt in warm weather will not be available for Show & Sell ordering. Orders are by the case, not by the container. If units run out of Show & Sell product they may order more product by September 26 at newbirthoffreedom.org/popcorn. These orders can be picked up at the Mechanicsburg or York Service Center on October 7.

Take Order Sale
Orders must be placed by October 24 at newbirthoffreedom.org/popcorn. Once on the website, click on the “Popcorn Orders” or “Nut Orders” and you’ll be redirected to the appropriate website for each. For Popcorn Orders you will need your username and password which will be issued to you prior to ordering. Orders should be the exact amount of product needed from the order forms your Scouts turned in, less any product left over from your Show and Sell Sale inventory which can be used to fill some of these orders. Orders will be in containers, not by the case. For popcorn orders, be sure to always click “Save” before you leave the page and then the “Submit to Council” button to place your popcorn order!

Prizes
Orders must be placed by October 24 at newbirthoffreedom.org/popcorn, the same day as Take Order Sale orders. Units choosing the “Cash Option” instead of participating in the prize program will only order the Galactic Collection Patches and the Bonus Prizes, which are the Radio Flyer Shockwave Scooter or BSA Deluxe Knife, for Scouts that qualify. All prizes ordered through the website will be sent directly to the unit contact person from the National Supply Division of the BSA.

Each unit must submit an “Outstanding Sellers Form” by October 24 listing every Scout who sells $1,000 or more. This form will be used to determine top district sellers and council prize winners. Scouts who qualify for these prizes will be contacted directly by the New Birth of Freedom Council. The number of “Nuts for Scouting” Patches will also be ordered on this form and these patches will be given to unit leaders when they pick up their popcorn on the November 11 distribution date.

Contact your District Popcorn Kernel, email Holly.Schwalm@scouting.org or call 717-620-4526 if you need help placing any order.
Show & Sell Sale Returns

Units may return any unsold products, in cases or containers, to the Mechanicsburg or York Service Centers on October 19-21 during regularly business hours or from 9:00 AM to 12:00 PM on Saturday, October 22. Remember to keep any products that you need to fill orders for your Take Order Sale so you don’t return products and then place another order for the same products. Please complete the “Popcorn & Nuts Transfer Form” prior to returning your product and bring it with you when you come to the Scout Service Center. The form is available online at newbirthoffreedom.org/popcorn.

Popcorn Distribution

Specific details regarding the locations for the Show & Sell Sale and Take Order Sale order distribution are still being finalized. Your unit contact person for the Popcorn & Nuts Sale will be notified with these details. Appointment times will be available to allow for this process to run smoothly. Use the following formulas to help you determine the vehicles you will need to pick-up your unit order: Mid-sized car = 20 cases, Jeep/ Smaller SUV = 40 cases, Minivan = 60 cases, Suburban/Large SUV = 70 cases.

Commissions

Show & Sell and Take Order Sales

| 26%: Base commission on all sales |
| Additional 2%: Unit attends a Popcorn & Nuts Sale Kickoff in July |
| Additional 1%: Unit participates in Show & Sell Sale and does not return any product ordered |
| Additional 2%: Product payment received at the Mechanicsburg or York Service Center by December 2 |

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<th>Volume Bonus Commissions</th>
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<td>Achieve Total Unit Sales of at least $2,500</td>
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Grand Slam Bonus: Additional 10% commission on all sales over $10,000

Cash Option: Retain 4% of all sales if unit chooses to not participate in the prize program

Online Sales

Scouts will receive 50% commission on all sales. Note: Online Sales are offered year-round and do not count towards qualifying for any commissions listed above or for any prizes offered.
Council Popcorn & Nuts Sale Committee

Please contact your District Kernel for additional assistance:

- **Council Chairman**  Bruce Apgar  baapgarjr@msn.com  717-961-9305
- **Battlefield District**  Jamie Jackson  Jayleigh75@yahoo.com  717-521-9477
  Ernie Finfrock  erniefinrock@gmail.com  717-451-7511
- **Conococheague District**  Teresa Brush  tjbrush4ej@gmail.com  717-636-4445
- **Indian Rock District**  Jen Dodson  ddodson392@aol.com  717-840-0871
- **Keystone Capital District**  Dianne Theal  dtheal@yahoo.com  717-343-4252
- **Pioneer District**  Gail Riska  pioneerpopcorn@gmail.com  717-766-2160
- **Susquehanna Trail District**  Jim Mooney  JMooney@yorkpack54.org  717-767-5128
- **Council Support**  Holly Schwalm  Holly.Schwalm@scouting.org  717-620-4526

New Birth of Freedom Council
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newbirthoffreedom.org/popcorn