



Alamo Area Council

2018 Popcorn Sale

Parent & Scout Handbook

Questions? Contact your Unit Kernel first,
then, if needed, contact your District Kernel

Table of Contents

Resources are available online at alamoareabsa.org/Popcorn

[Tips for a Successful Sale](#)

[Popcorn Sales Methods](#)

[Customer Receipts](#)

[Popcorn for Our Troops](#)

[Cash Donations](#)

[Trail's End Scholarship Program](#)

[The Sales Pitch](#)

[Show & Sell Event Tips](#)

[Take Order and Show & Deliver Tip](#)

[District Kernels](#)

RESOURCES

- **Parents/Scouts, Unit Kernels are your first line of support, followed by District Kernels.**
- Unit Kernels, District Kernels are your first line of communication/contact.
- A list of District Kernels may be found on the Council's [Popcorn web page](#).

COUNCIL'S PRIZE PROGRAMS

Units may select to participate in Council's prizes in exchange for 5% of the Unit's commission. Contact your Unit leaders for details on your particular Unit's prize program.

- Prizes will be distributed by BSA National Supply Group.
- Your Unit Leaders will order prizes through a protected website.
- Prizes and patches will ship directly to the Unit Leader.
- **IMPORTANT NOTES:**
 - Ordering deadlines will be strictly observed.
 - Your Unit account must be paid in full before your Unit Prize Order will be approved by Council.

Additional prize programs are available to all Units and are **not** part of the Council Prize Program above. Your Unit's leaders are responsible for submitting Scouts for the following prizes:

- **\$600 Club** weekly drawings. When a Scout sells \$600 (and in \$600 increments beyond \$600) the Scout may be entered for a chance to win a weekly prize.
- **\$650 Club** Scouts receive a t-shirt.
- **\$1,000 sellers** will receive a Headlamp Tikkina 150.
- **The top 200 sellers**, Council-wide, will be invited to a special event.
- **The top 100 sellers**, Council-wide, will also participate in the annual Spin-n-Win party.

POPCORN CALENDAR

Parents & Scouts

These dates reflect Council-level deadlines for your Unit Leaders, your Unit will have earlier deadlines to allow your leaders time to meet these posted deadlines.

Please confirm your Unit's deadlines.

Thursday, August 9 – Unit Leader In-Person Training, 7 p.m., Council Office

Tuesday, August 14 – Unit Leader In-Person Training, 7 p.m., Scout Reach Office

Thursday, August 16 – [Scout Me In Expo 2018 Registration](#) and Popcorn Sale begins (all Scouting families are invited)

Registration is free, but required. www.alamoareabsa.org/Events/ScoutMeInExpo2018

Sunday, August 19 – 11:59 p.m. – [Show & Sell/Initial Orders](#) **DUE online** (Unit Leaders only)

Friday, August 31 – Show & Sell UNIT Pick Up Begins (Unit Leaders Only)

September 5 – November 1 – Warehouse open 3 days a week for UNIT pick-ups and returns (Unit Leaders only)

Thursday, October 18 – LAST Day for “Risk Free Returns”

Friday, October 19 – Thursday, November 1 – Limited Popcorn Returns

A maximum of 5% (retail value) of remaining, checked-out stock may be returned.

Thursday, November 1 – Last day for ALL returns (10 a.m. – 2 p.m.) (Unit Leaders Only)

Sunday, November 4 – 11:59 p.m. – **UNIT Take Orders DUE online** (Unit Leaders only)

Monday, November 5 – Prize Entry Begins (Prize selection website link will be emailed to Unit leaders)

Friday, November 16 – Unit Take Order Pick Up Begins (Unit Leaders only)

NOTE: Thursday, November 22 – Friday, November 23 – Council Offices are closed, No Warehouse hours

Friday, November 23 – Final Day for Prize Entry (Unit Leaders)

Saturday, December 1 – 1 p.m. – **Popcorn Payments DUE** (Unit Leaders)

Monday, December 3 – Prize, Patch, and t-shirt Order and Scholarship **Deadline**

Ordering deadlines will be strictly observed.

Your Unit account must be paid in full before your Unit Prize Order will be approved.

Trail's End Scholarship paperwork requires Jay Ghormley's signature.

TIPS FOR A SUCCESSFUL SALE

- **Establish GOALS** – Scouts need goals. Scouts (and Units) with goals outperform those without goals.
- **Sell Scouting, NOT popcorn!**
- **Set up your [Trail's End Scout page](#)** – share it on social media and with family and friends.
- **Practice** your [sale's pitch](#). Be sure to tell your customers why you are selling popcorn and how the money will be used.
- **Always wear your Class A uniform.**
- **Know all the flavors** of popcorn products you are selling. Know which one is your favorite.
- **Always be Scout-like**, polite, and courteous. Wear a smile and introduce yourself. You are the face of your Unit and of Scouting.
- **Don't get discouraged** – not everyone will say yes. The more people you ask, the more popcorn you will sell. Focus on your goal and celebrate milestones.
- **Always say THANK YOU!** Every time.
- **Keep accurate records** – Collect money when popcorn is ordered.
- **Write Thank You** notes to your Take Order customers.

POPCORN SALES METHODS

Use more than one method to fund your Scouting Adventures!

Show & Sell – When you set up in front of a business, storefront, or other location (after getting permission). Show & Sells are often organized in shifts by your Unit.

***Advantage:** High traffic locations can translate into higher sales.*

Take Order – A Scout goes door-to-door with a Take Order form, the customer writes their order on the form and the Scout returns to deliver the product in a few weeks. Parents can also take the order form to work, to service clubs, and to church gatherings.

***Advantage:** Higher dollar sales per customer.*

Show & Deliver – A Scout goes door-to-door along with product to be delivered on the spot. Customers still fill in the Take Order form. **Good record keeping is a must!** Use a separate Take Order form just for Show & Deliver, be sure to mark each product PAID – to ensure that you don't order popcorn that is already delivered and paid for.

***Advantage:** You can give the products right to the customer, except chocolate products. No coming back to the customer later! Your Take Order form here is a great starting point for next year!*

Online – Allows Scouts to sell online to family and friends near and far through [Trail's End](#). Credit cards are accepted online anywhere, anytime, and eliminate distribution and inventory.

***Advantage:** 40% commission for all online sales. Sell to customers all year! No deliveries to make or money to collect. Reach customers anywhere in the world. Online sales count toward Council rewards during the annual fall popcorn sale.*

CUSTOMER RECEIPTS

For [Take Orders](#), collect money up front. Make sure to give the customer a receipt with your contact information and the date of when you expect to deliver their order. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. We want to avoid your Council receiving phone calls from people who ordered popcorn from a Scout, paid for it, and never received it.

POPCORN FOR OUR TROOPS

Trail's End sends popcorn to the U.S. Military on behalf of the Boy Scouts of America.



Military donations are offered at two levels - \$30 silver level donation and \$50 gold level donation. There are several other donation levels available online. When consumers purchase this option Trail's End will send a variety of popcorn treats to veterans' organizations, U.S. troops, and their families. Trail's End ships popcorn to veterans' organizations, U.S. troops stationed in Afghanistan and Iraq, all other U.S. Military Bases overseas, domestic U.S. Military Bases, and families of U.S. servicemen and women.

Each military donation level is available on the Scout's paper Take Order form and online throughout the year.

Be sure to promote **POPCORN FOR OUR TROOPS**. Unit commissions on Military Donations are the same as any other product sold. Your Unit earns the same commission, but you don't need to receive or deliver any popcorn product.

CASH DONATIONS

Per BSA's policy on fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. **Units should turn in donated cash in the form of Military Donation orders** --- for example, for every \$30 received in donations, enter one (1) \$30 Military Donation.

Want to INCREASE your sales and support our troops? Put out a donation jar labeled with a military donation sign!! People will give to our soldiers even if they can't or won't buy popcorn.



TRAIL'S END SCHOLARSHIP PROGRAM

Scouts who sell at least \$2,500 worth of popcorn (online, face-to-face, or a combination) in any calendar year will receive 6% of their total sales invested in their own Trail's End Scholarship account. That is \$0.06 of every dollar they sell!

Once a Scout is enrolled, 6% of their sales each subsequent year will be added to their account. Scouts only need to hit the \$2,500 minimum during the qualifying year.

For more information, enrollment and payout forms, and account access, visit alamoareabsa.org/Popcorn.



THE SALES PITCH

- ✦ **Focus on Scouting instead of popcorn.**
- ✦ **Ask “yes” questions.** “May I count on your support?” It is hard for people to turn down a polite request for support. [See Scout Luke Fewx’s training video](#) or his dad [Jacob Fewx’s training](#).
- ✦ Avoid asking “no” questions. “Do you want to buy popcorn?” is easy for people to say no to this question.

Sample Sales Script:

Hello my name is ___ and I’m with Cub Scout Pack / Boy Scout Troop _____. My goal is to _____.
May I count on your support?

- ✦ **Be specific** on how the money will be used. People are more willing to purchase if they know where the money is going. “I’m raising money to go to Philmont next summer.”
- ✦ **Practice** – Have Scouts practice their pitch until they don’t have to think about what they are going to say.
- ✦ **Maintain eye contact.** If the customer is not looking at you or you are not looking at them, somebody is not paying attention.
- ✦ **Be polite.** Use “Sir” and “Ma’am” when addressing potential donors.
- ✦ **Know which flavor is your favorite.**
- ✦ **Don’t ask people IF they will buy** – ask at which level they would like to support your Scout program with the various popcorn products and prices representing the various levels.
- ✦ **Up sell** – “For just \$5 more you can get the salted caramel.” “For \$30 you get 3 flavors that would cost \$15 per bag if bought individually.” The higher priced products generate more program revenue.
- ✦ If someone says – “It’s not on my diet.” Or “I can’t eat it because I’m diabetic.” Suggest a Military Donation to Popcorn For Our Troops or that it makes a great gift for the holidays.
- ✦ **Say THANK YOU – even if only for their time.**
- ✦ People buy popcorn to support Scouting and the Scout in front of them. They can’t buy the Scouting experience for a young person through store-bought popcorn.
- ✦ **Note:** Adults should be prepared to deal with people who espouse a political agenda. Our Scouts don’t need to be exposed to this so consider how to quietly defuse the situation. Do not get into an argument with the individual; simply affirm their right to hold an opinion and thank them for their thoughts.
- ✦ **Other talking/sales pitch points:**
 - I want you to know that 73% of sales goes directly to Scouting and 33% goes to help Scouts in-need go to camp. The other 40% helps my Pack/Troop to do activities and help support our involvement in the community. You can show customers this information on each bag of popcorn!
 - If I raise at least \$2,500 then I can start my Trail’s End college scholarship.
 - I’m trying to earn my own way to _____. I am helping _____ (sponsor another Scout, the Food Bank, etc.)

SHOW & SELL and Online SALES TIPS

- ♣ Know your Unit's deadlines
- ♣ Set up your individual Online Sales page (<https://www.trails-end.com/users/login>)
- ♣ Work with your Unit to pack items that you will need for the sale:
 - popcorn,
 - banners,
 - table & chairs,
 - canopy,
 - change,
 - receipts,
 - order forms,
 - pens,
 - schedule,
 - Military donation jar,
 - Military Donation Cards,
 - bottle water, etc
- ♣ Scouts should **always be in their Class A uniform** for Show & Sells.
- ♣ Know your Scout. Plan ahead for hunger, thirst, and restroom needs.
- ♣ Arrive early. If you are the first shift from your Unit check in with the store manager to find out any necessary information for the location.
- ♣ If a Unit is already selling at the location please do not confront the store manager. Politely approach the Unit leader and work out any scheduling conflict amongst yourselves. Remember, a Scout is courteous and kind. Be a positive example.
- ♣ Set up product and site in an organized fashion. Keep the site clean throughout the sale. All empty popcorn boxes should be removed from the premises. Do not pile them into the business's trash cans or dumpster. This will make your presentation look better and strengthens your Unit's relationship with the location.
- ♣ Make sure to put out your Military donation jar.
- ♣ We suggest only a few Scouts (1-3) sell during any one shift. This maximizes the amount of sales credited to each Scout. It is a good idea to match experienced Scouts with less experienced Scouts as well as extroverts with introverts. This helps build confidence and motivation.
- ♣ Always maintain two-deep leadership.
- ♣ Let the Scouts do the selling! It's easy to say no to adults, but very tough to say no to Scouts in uniform.
- ♣ **Encourage Scouts to sell Scouting** not just popcorn (see [The Sales Pitch](#)).
- ♣ Don't get discouraged. Not everyone will say yes. But, you won't know until you ask!
- ♣ Checks should be made payable to your Unit... NOT to Council as you assume liability for accounts with insufficient funds.
- ♣ Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.
- ♣ Use different techniques to motivate your Scout. "Talk to the next 10 people" (focus on trying not on selling) "I challenge you to sell 2 cheese lovers today." Tell silly jokes or sing a song.

TAKE ORDER and SHOW & DELIVER TIPS

- ✦ **Always wear your Class A uniform.** Everybody loves to support a Scout in uniform.
- ✦ Practice your [Sales Pitch](#). Be sure to tell your customers why you are selling popcorn and how the money will be used. Remember that you are asking for help supporting your Scout program, NOT just “selling popcorn.”
- ✦ **Make sure to give your Take Order customers a receipt with your contact information and the date of when you expect to deliver their order.**
- ✦ Be sure to sell in pairs or with a parent. Per BSA’s Youth Protection Policies, be sure to maintain two-deep leadership while walking door-to-door.
- ✦ Walk on the sidewalk and driveway; do NOT walk through peoples’ yards.
- ✦ Watch for traffic.
- ✦ DON’T get discouraged! Not every house or person you ask will buy popcorn, but the MORE people you ask – the MORE people WILL buy. If you don’t ask, they won’t buy.
- ✦ Plan for weather conditions and available day light (do not sell after dark).
- ✦ DON’T carry large amounts of cash with you.
- ✦ DON’T enter anyone’s home.
- ✦ Make sure you keep your Take Order form as neat as possible and always have 2 pens with you.
- ✦ Write a thank you note and place a copy of it on all the Trail’s End popcorn you deliver and let everyone know how much you appreciate their support. This will benefit you next year when you call on them again. Inform people about [Trail’s End](#) where they can buy popcorn year-round to support you and your Scouting Unit.
- ✦ Put popcorn sale articles in your school, church, and community bulletins and newsletters.
- ✦ Ask friends at your place of worship if they would like to support your Scouting experience by purchasing Trail’s End popcorn.
- ✦ Ask your parents to help you sell popcorn at their workplaces for employee or company gifts. Better yet, ask your parents if you can go to their office and sell.
- ✦ Remind your parents, grandparents, aunts, uncles, and neighbors what a great gift Trail’s End Popcorn makes for teachers, friends, co-workers, etc.
- ✦ Ask to give a presentation to any clubs or organizations (Rotary, Kiwanis, Lions, bowling league, hockey league, etc.) your parents might belong to. Many business leaders give holiday gifts to clients and employees and Trail’s End popcorn makes a great gift.
- ✦ 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 note they received, and the Trail’s End popcorn that they did not buy enough of!