

ALAMO AREA COUNCIL

2018 POPCORN SALE

UNIT KERNEL'S HANDBOOK



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Resources are available online at <http://www.alamoareabsa.org/Popcorn>

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## DISTRICT KERNELS

- **Unit Kernels, District Kernels are your first line of communication/contact.**
- **An updated list, if changes occur, may be found on the Council's [Popcorn web page](#).**

Armadillo	Mark Sanchez	<a href="mailto:Mark.Sanchez@scouting.org">Mark.Sanchez@scouting.org</a>
Cimmaron	Eroy Burns	<a href="mailto:Eroy.Burns@scouting.org">Eroy.Burns@scouting.org</a>
Diamondback	Michelle Chapman	<a href="mailto:Michelle.Chapman@scouting.org">Michelle.Chapman@scouting.org</a>
Exploring	Misty Szyller	<a href="mailto:Misty.Szyller@scouting.org">Misty.Szyller@scouting.org</a>
Longhorn	Terry Ellis	<a href="mailto:Terry.Ellis@scouting.org">Terry.Ellis@scouting.org</a>
Memorial	Dolly Ochs	<a href="mailto:MemorialPopperistas@yahoo.com">MemorialPopperistas@yahoo.com</a>
Project Aguila	Christopher Mendoza	<a href="mailto:Christopher.Mendoza@Scouting.org">Christopher.Mendoza@Scouting.org</a>
Rough Rider	Brianna Ibarra	<a href="mailto:Brianna.Ibarra@scouting.org">Brianna.Ibarra@scouting.org</a>
Summit	Matthew Hajda	<a href="mailto:matthew@hajda.net">matthew@hajda.net</a>
Texas Hills	Jill Lucas	<a href="mailto:jlucas209@hotmail.com">jlucas209@hotmail.com</a>
Two Rivers	Jaimi Rickelman	<a href="mailto:pack338rafb@gmail.com">pack338rafb@gmail.com</a>
Victory	Deanna Campbell	<a href="mailto:dcampbell1585@gmail.com">dcampbell1585@gmail.com</a>
Council Kernel	Andrea Franklin	<a href="mailto:CouncilPopcornKernel@gmail.com">CouncilPopcornKernel@gmail.com</a>

## SOCIAL MEDIA

Once your Unit is registered with Trail's End all Unit contacts listed in the Popcorn System will receive information about our social media options.

## POPCORN CALENDAR

Thursday, August 2 – Popcorn Kernel Q&A Forum, 7 p.m., Council Office

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

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

**Thursday, August 16 – [Scout Me In Expo 2018](#) and Popcorn Sale begins**

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

**Deadline** to select the 5% Cash Option instead of the Council Prize Program

Friday, August 31 – Show & Sell UNIT Pick Up Begins 9:00 a.m. – 7:00 p.m., Popcorn Warehouse

Saturday, September 1 – Show & Sell UNIT Pick Up 9:00 a.m. – Noon, Popcorn Warehouse

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

Wednesday 3 - 7 p.m.

Thursday 10 a.m. - 2 p.m.

Friday 2 - 6 p.m.

**Thursday, October 18 – LAST Day for [“Risk Free Returns”](#) to the warehouse**

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.)**

**Sunday, November 4 – 11:59 p.m. – 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 9 a.m. – 7 p.m. (Unit Leaders only)

Wednesday, November 21 – Friday, November 23 – Warehouse is closed

Wednesday, November 28<sup>th</sup>, Unit Take Order Pick Up 3 – 7 p.m.

Thursday, November 29<sup>th</sup>, 10 a.m. – 2 p.m.

Friday, November 30<sup>th</sup>, 2 – 6 p.m.

**Saturday, December 1 – 1 p.m. – Popcorn Payments DUE**

**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.**

**Trial’s End Scholarship paperwork requires Jay Ghormley’s signature.**

## 2018 COMMISSION STRUCTURE

32% Base Commission

+3% On-time Cash/Check Payment

35% Max with Council Prizes

40% Max **without** Council Prizes

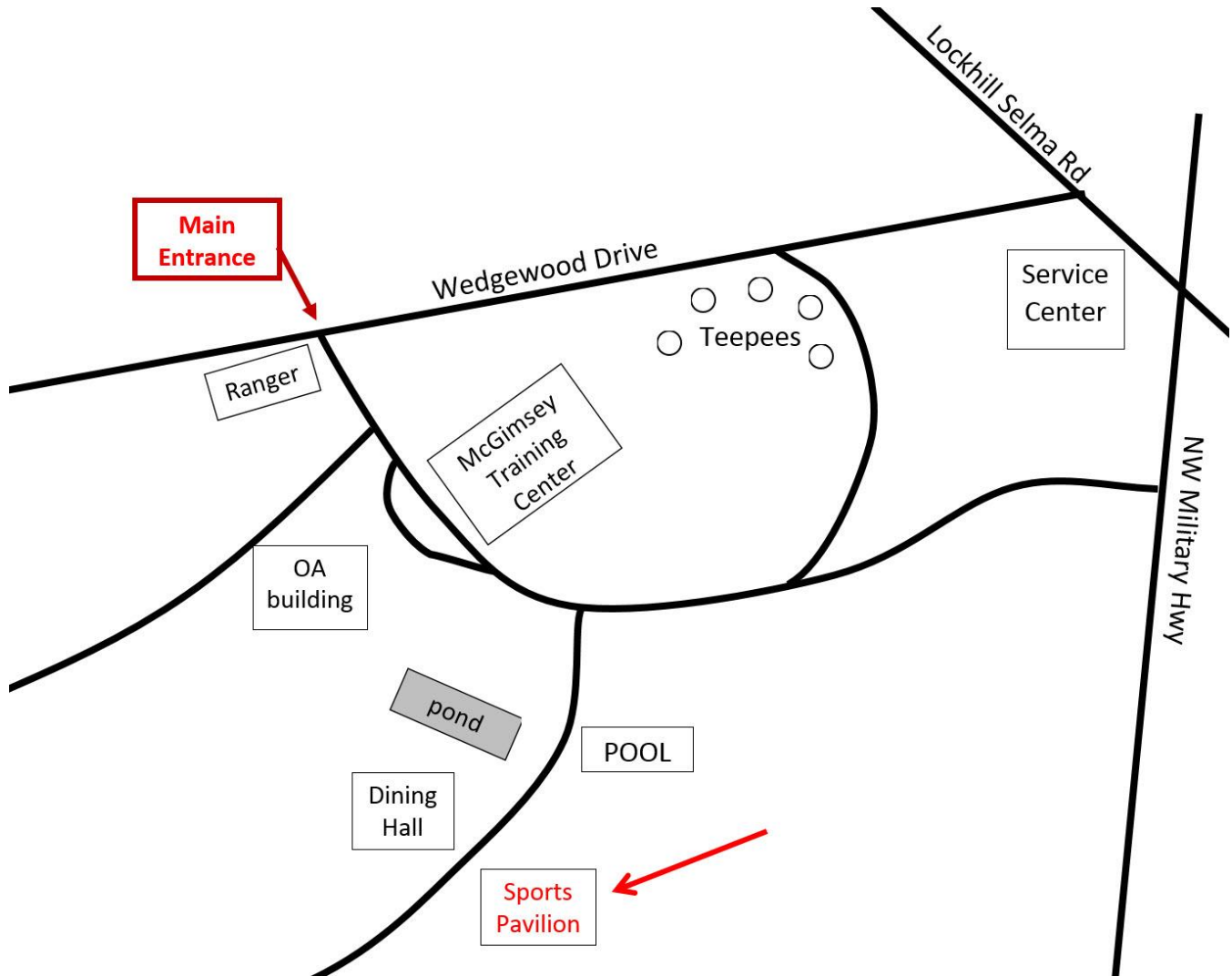
\*All Online Sales = 40%

# POPCORN PICKUP and RETURN LOCATION

## McGimsey Scout Park Sports Pavilion/Popcorn Warehouse

[10810 Wedgewood Drive](#) (NW Military & Lockhill Selma – behind Council Service Center)

Schedule your Unit's pick-up times online at [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn)



- Please bring volunteers to help load your vehicle. This is especially important for pulling product and loading orders during Warehouse Hours throughout the sale.
- Be sure to bring a large enough vehicle to haul your order.
  - 25 cases = typical midsize SUV or van
  - 45 cases = pickup truck
- 3-4 Units per every 20 minutes; Enter off Wedgewood and exit to NW Military; drive carefully and slowly through the park.

## TIPS FOR A SUCCESSFUL UNIT SALE

Units having the greatest success in the popcorn sale have several things in common...

- **Pick the RIGHT UNIT POPCORN KERNEL**, enthusiasm and planning are key.
- **ETHUSIASTIC Leadership (not just the Kernel)** – This is a motivating factor for both the Scouts and their parents.
- **Education and training** - watch the popcorn training videos on <https://www.trails-end.com/unit-training-dashboard> or attend in-person training and pay attention to your Council's communications about this year's specific popcorn sale.
- **Unit PROGRAM PLAN and budget** – Planning your Unit's yearly program around a budget demonstrates just how much it costs to provide a great program. ([see Program Plan](#))
- **Establish GOALS** – Both the Unit and the Scouts need goals. Units and Scouts with goals outperform those without goals. A great sale enables a great program.
- **Establish a UNIT INCENTIVE PROGRAM** in addition to [Council's prize program](#). For example, each Scout who sells \$500 earns the cost of Day Camp, or a portion of WOA Camp or Summer Camp. Maybe the top selling den/patrol gets a pizza party. Sell \$800 or more and the Scout gets to pie the Cubmaster/Scoutmaster. The Scout that has the highest sales each week gets a special prize.
- **Keep ACCURATE RECORDS** – It is important that each Scout receive credit for what they earn. Be sure to document any popcorn that a Scout and family checks out.
- **Receipts** should be provided for all money turned in by Scouts for their popcorn sales.
- **Train Scouts to sell scouting** not popcorn. Have them practice their [Sales Pitch](#).
- **Scouts should always wear their Class A uniform** when selling popcorn.
- **Follow the [Popcorn Checklist](#)** found later in this handbook.
- **Explain the BENEFITS** of why this is such an important activity. Parents need to know this fundraiser gives more back to their child than any other fundraiser available to Scouts. Scouts learn the value of earning their own way. They gain confidence and learn salesmanship techniques. Other benefits include the scholarship program, prizes and free program activities.
- **EFFECTIVE COMMUNICATION** – Make sure Scouts and parents understand the popcorn sale plan, where the money earned will be spent, the benefits for the Scout, and all the great bonus prize programs. Planning and explaining the benefits of the Scouts' goals motivates both the youth and their parents.
- **Encourage parents to set up their Scout's [Trail's End Scout page](#)** and to share it on social media and with family and friends.
- **Have a FUN and EXCITING Unit KICKOFF** to provide families all the materials and MOTIVATION for a successful sale. Review prizes, incentives, and the Unit Calendar deadlines.
- **Have "Unit Blitz Days"** where every Scout in the Unit sells on the same day and same time. Whoever sells the most on that day gets a prize from the Unit.
- **Schedule a turn-in party** at the end of the sale to collect orders and money from the Scouts.

# 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.

***Advantage:** Access different customers you wouldn't see door to door. 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 (hyperlink) or even accept credit card orders 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.*

## COUNCIL'S PRIZE PROGRAMS

Units may select to participate in Council's prizes in exchange for 5% of the Unit's commission.

- Prizes will be distributed by BSA National Supply Group.
  - See [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn) for more details.
- 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.

- **\$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.
  - Submit eligible Scouts [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn)
- **\$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.

Note: Each district will award prizes to the top grossing Scout and the Unit with the highest % increase.



## POPCORN WAREHOUSE

The McGimsey Popcorn Warehouse will have an entire sale season of popcorn in stock. You may pick-up as much or as little popcorn you may need with unlimited returns until Thursday, October 18<sup>th</sup>. See the return policy below. You will sign an invoice of all products you pick-up. Be sure to keep a copy for your records. Popcorn may only be picked up by your Unit's designated adults. Be sure to indicate who those individuals are when you submit your initial pick-up request.

**Show & Sell Unit Pick-Up** begins - Friday, August 31<sup>st</sup> 9 a.m. – 7 p.m.

Saturdays, September 1<sup>st</sup>, 8<sup>th</sup>, and 15<sup>th</sup> only – 9 a.m. – Noon

Wednesday, September 5<sup>th</sup> – Thursday, November 1<sup>st</sup> the Warehouse is open 3 days a week:

- Wednesday 3 – 7 p.m.
- Thursday 10 a.m. – 2 p.m.
- Friday 2 – 6 p.m.

Notes:

August 31<sup>st</sup> – September 28<sup>th</sup> only complete cases may be checked out or returned.

October 3<sup>rd</sup> – November 1<sup>st</sup> cases and individual units may be checked out or returned (see return policy).

Friday, November 2<sup>nd</sup> – Thursday, November 15<sup>th</sup> – WAREHOUSE CLOSED

**Take Order Unit Pick-Up** begins – Friday, November 16<sup>th</sup> 9 a.m. – 7 p.m.

Wednesday, November 21<sup>st</sup> – Friday, November 23<sup>rd</sup> – WAREHOUSE CLOSED

**Take Order Unit Pick-Ups** – Wednesday, November 28<sup>th</sup>, 3 – 7 p.m.

Thursday, November 29<sup>th</sup>, 10 a.m. – 2 p.m.

Friday, November 30<sup>th</sup>, 2 – 6 p.m.

## RETURN POLICY

- ♣ There are **unlimited returns until Thursday, October 18<sup>th</sup>**.
- ♣ NOTE: only complete cases will be accepted until Friday, September 28<sup>th</sup>. Individual units of popcorn may be returned beginning Wednesday, October 3<sup>rd</sup>.
- ♣ Beginning **Friday, October 19<sup>th</sup>** all returns are **limited** to 5% (retail value) of remaining, checked-out stock.
- ♣ **NO RETURNS WILL BE ACCEPTED AFTER THURSDAY, NOVEMBER 1<sup>ST</sup>**.
- ♣ Returned product must be in its correct case and in SELLABLE condition. Damaged products will not be accepted.
- ♣ You will receive a receipt for your returns. KEEP a copy for your records.
- ♣ The Popcorn System now features a Return to Council function. Each Unit MUST enter the product(s) they plan to return in the Popcorn System before bringing product to the Warehouse. Upon receipt and confirmation of product count, a Council representative will approve the return and the Unit's invoice will be automatically adjusted.

## PROGRAM PLAN (BUDGET)

Units sell popcorn to fund their Scouting program. But it also teaches Scouts to earn their own way, develop speaking skills, and is practice in working towards a goal. See [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn) for a Program Planner to help calculate the cost for your Unit's Scouting program.

♣ Plan for things you do every year.

- Pinewood Derby
- Blue & Gold
- Pack Overnighter
- Summer Camps
- Camping trips
- High Adventure trips
- Merit Badges
- Service projects

♣ Make a wish list of things your Unit would like to do or buy.

- New equipment,
- Uniforms,
- Trek to Philmont,
- Trip to the USS Lexington or NASA
- Pinewood Derby track,
- A trailer for your Unit

♣ Base your budget on your typical Unit size. Don't wait until your fall Roundup to make a plan.

## THE SALES PITCH

♣ **Focus on Scouting instead of popcorn.**

♣ **Ask "yes" questions. "Can I count on your support?"**

Avoid asking "no" questions. "Do you want to buy popcorn?" is easy for customers to say no to.

### 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."

♣ **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."

♣ If someone says – "It's not on my diet." Or "I can't eat it because I'm diabetic." – let them know that it makes a great gift for the holidays or suggest a Military Donation to Popcorn For Our Troops.

♣ **Practice** – Have Scouts practice their pitch until they don't have to think about what they are going to say.

See the **Parent and Scout Popcorn Handbook** for more ideas and suggestions.



## SHOW & SELL EVENT TIPS

- ✦ Schedule [Show & Sells](#) at locations with a lot of customer turn over.
- ✦ Make sure to speak with the store manager, general manager, or owner (not just a shift manager).
- ✦ Confirmation letters are a great idea.
- ✦ [SignUpGenius.com](#) is a great free resource for scheduling shifts online.
- ✦ We suggest only a few Scouts (1-3) sell during any one shift. This maximizes the amount of sales credited to each Scout.
- ✦ Pack items that you will need for the sale: popcorn, banners, table, chairs, canopy, change, receipts, Military donation jar, Military Donation Cards, pens, schedule, bottle water, etc.
- ✦ Set up product and site in an organized fashion. Keep the site clean throughout the sale. Take all empty popcorn boxes with you, do not leave them in the establishment's trash. "Leave No Trace"
- ✦ **Make sure to have a Military donations jar.**
- ✦ Always maintain two-deep leadership.
- ✦ **Encourage Scouts to sell scouting** not just popcorn. Have Scouts practice their [sales pitch](#).
- ✦ Checks should be made payable to your Unit and NOT to Council as you assume liability for accounts with insufficient funds.
- ✦ Keep accurate records. It is important that each Scout receive credit for what they earn.
- ✦ If you are unable to staff a scheduled Show & Sell, reach out to other Units or your District Kernel. Make every effort to find replacements. We do not want to miss out on the opportunity for sales at a location that has graciously agreed to support your Scouts.
- ✦ Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.

## TAKE ORDER and SHOW & DELIVER TIPS

- ✦ **Scouts should give [Take Order](#) customers a receipt with contact information and the date of when the Scout expects to deliver their order.**
- ✦ Scouts should sell in pairs or with a parent. Maintain two-deep leadership while walking door-to-door.
- ✦ Plan for weather conditions and available day light (do not sell after dark).
- ✦ Remind Scouts and parents of safety precautions to be mindful of, such as watching for traffic, not entering people's homes, and walking on sidewalks and not through yards.
- ✦ Take Order forms should be kept as neat as possible.
- ✦ Encourage Scouts to write thank you notes and place a copy of it with all of their deliveries.
- ✦ Encourage Scouts and families to advertise in their workplaces, places of worship, and any club or organization they belong to.

## DO NOT CALL LIST

Please do not contact the businesses listed below. As individual companies, or per their property management companies, Show & Sells are not permitted at their locations.

- HEB
- REI
- Home Depot
- Target
- Academy

## CUSTOMER RECEIPTS

For [Take Orders](#), collect money up front. Scouts need to make sure to give the customer a receipt with the Scout's contact information and the date of when the order is expected to be delivered. 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 (1) \$30 Military Donation.

**Want to INCREASE your sales and support our troops?** Put out a donation jar label 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.

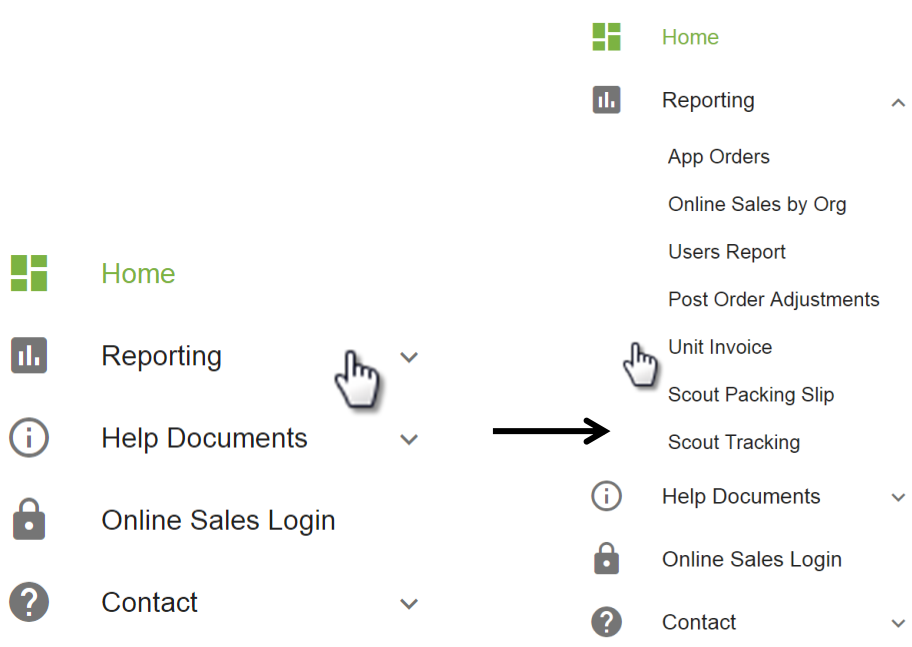


Once a Scout is enrolled, 6% of their sales each subsequent year will be added to their account. Scouts only need to hit the \$2,500 minimum during the qualifying year.

For more information, enrollment and payout forms, and account access, visit [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn). Trial's End Scholarship forms require Jay Ghormley's signature (deadline December 3<sup>rd</sup>).

## COUNCIL'S PAYMENT POLICY & PROCEDURES

Print your Trail's End Unit invoice (available in the [Popcorn System](#) under Reporting) before you make a payment.



Review the Trail's End invoice completely including every line item to confirm that all of your orders and returns were entered correctly. Calculate the percentage rate to determine if it is what you believe your Unit earned. Call your [District Kernel](#) or the [Popcorn Staff Advisor](#) immediately if you find a discrepancy.

Units will keep their commission earned from Show & Sells and Take Orders. Online sales commissions will be paid in March. **Full payment is due by 1 PM on Saturday, December 1<sup>st</sup>.** Units with outstanding balances after December 1<sup>st</sup> will lose 3% commission.

Units should submit **ONE** check payable to Alamo Area Council. Per the 2018 [commission structure](#), Units who pay their outstanding balance with a credit card will lose 3% commission.

# POPCORN SALE CHECKLIST

## Spring/Summer

- Recruit a Unit Popcorn Kernel and give them this handbook. If possible, provide them with an overview of how the sale works and the Unit's sales history.
- Register your Unit for the annual Fall Popcorn Sale online at [scouting.trails-end.com](http://scouting.trails-end.com).
- Review your Council's [popcorn calendar](#) or at [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn)
- Schedule your Unit's [Show & Sell](#) locations and dates. Don't forget to register for the Bass Pro Show & Sell lottery online at [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn).
- Learn and understand your Council's [commission structure](#). Decide with other Unit leaders if you will participate in Council's prize program or take the 5% Cash Option.
- Create incentives for your Scouts, especially if your Unit is taking Council's 5% Cash Option.
- Review the additional prizes and rewards offered by Trail's End [trails-end.com/benefits-of-selling-online](http://trails-end.com/benefits-of-selling-online) .
- Determine if your Unit will accept credit card payments and if applicable, setup an account with your preferred vendor. Your Council and Trail's End both recommend using [Square](#) or [Stripe](#). Note: neither Council nor Trail's End provide support or hardware for either the Square or Stripe.
- With other Unit leaders create a program plan and determine your funding needs for 2018-2019. Based on your funding needs set a Unit sales goal and set a per Scout goal.
- Decide if your Unit will allocate popcorn to each family for [Show & Delivers](#) throughout their neighborhood and places of business.
- Schedule your [Unit Kickoff](#) and [Unit Blitz](#).

## August

- Attend the ["Scout Me In" Expo](#) to pick-up your popcorn packet and supplies on **Thursday, August 16<sup>th</sup>**.
- Watch the online training videos and familiarize yourself with all the printed materials, especially this handbook. Browse additional materials and sales aides at [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn) and [trails-end.com/unit-training-dashboard](http://trails-end.com/unit-training-dashboard).
- Submit your Unit Order online no later than Sunday, August 19<sup>th</sup> 11:59 p.m. [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn).
- If your Unit has chosen the 5% Cash Option instead of Council's Prize Program, be sure to select that option on the Commissions tab of the Popcorn System by Sunday, August 19<sup>th</sup> 11:59 p.m.
- Finalize your Unit popcorn calendar. Be sure to keep your [Council's popcorn calendar](#) in mind. Include your Unit Kickoff and Blitz dates. Build in time for your Unit Treasurer to write the payment check to Council (minus your Unit commission). Unit calendars should include deadlines for:
  - turning in Take Orders
  - returning any unsold popcorn
  - payment deadline for all Scout families
  - delivering Take Orders to Scout

- Show & Sell pick-up begins. (Friday, August 31<sup>st</sup>) Schedule your pick-up at McGimsey Scout Park Popcorn Warehouse [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn). Be sure to indicate which individuals are designated to pick-up popcorn for your Unit.
- Store product in a cool and clean location to keep sweeter, coated items from melting, and prevent damage. The Unit assumes all liability for the product once it is received.
- Create a sign-up sheet for your Show & Sells and have parents and youth select their available time slots. [SignUpGenius.com](http://SignUpGenius.com) is a great free online tool.

## September

- Host a [Unit Kickoff](#) event. Make it fun and create excitement for the Scouts and parents. Share your Unit and Scout goals along with your Unit's popcorn calendar including deadlines.
- Train Scouts on salesmanship techniques** and have them memorize and practice their [sales pitch](#). Remember to sell Scouting not popcorn! **All Scouts should be in their Class A uniform while they are selling.**
- Promote your [Unit Blitz Days](#).
- If your Unit is going to distribute an allotted amount of popcorn to each Scout schedule a time and location for Scouts to pick-up their allotment. **Be sure to have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold and undamaged product.**
- Each time a Scout sells \$600 (\$600, \$1200, \$1800, etc...) make sure to submit that Scout for the Weekly \$600 Club Drawings [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn).
- Share and post a chart with your Unit and Scout goals in your meeting place or have it on hand during meetings. Be sure to update the chart as the sale progresses. Each week show the Unit goal chart and check on your Scouts' progress.
- Remind Scouts and their families of your Unit's popcorn deadlines.

## October

- [Returns](#) – are **unlimited until Thursday, October 18<sup>th</sup>**. Starting Friday, October 19<sup>th</sup> returns are limited to 5% (retail value) of remaining, checked-out stock. Remember to use unsold popcorn to fill Take Orders.
- Remind Scouts and their families of your Unit's popcorn deadlines.
- Each time a Scout sells \$600 (\$600, \$1200, \$1800, etc...) make sure to submit the Scout for the Weekly \$600 Club Drawings [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn).
- Be sure to collect ALL unsold popcorn, Take Order forms, and money from Scout families in time to use the unsold popcorn to fill Take Orders.
- Combine all Take Orders into one single Unit Take Order. **Be sure to fill Scout Take Orders with remaining popcorn on hand before the last return date** (November 1<sup>st</sup>).
- If there is any popcorn left after Take Orders are filled you may return the unsold popcorn to Council as long as it does not exceed 5% (retail value) of your remaining, checked-out popcorn.

## November

- ❑ **Last day for all returns** – Thursday, November 1<sup>st</sup> (limited to 5% of stock checked out after October 18<sup>th</sup>)
- ❑ Online prize ordering begins Monday, November 5<sup>th</sup> via a protected website. The prize selection website link will be emailed to Unit leaders.  
**Note: your Unit account must be paid in full before your Unit Prize Order will be approved by Council.**
- ❑ **Submit your Unit's Take Order no later than Wednesday, November 7<sup>th</sup> at [scouting.trails-end.com](http://scouting.trails-end.com)**
- ❑ Take Order pick-up begins – Friday, November 16<sup>th</sup>. Schedule your pick-up at [AlamoAreaBSA.org/Popcorn](http://AlamoAreaBSA.org/Popcorn) from the McGimsey Scout Park Popcorn Warehouse. Be sure to bring a large enough vehicle and be on time to ensure timely distribution. Please note the Popcorn Warehouse will be closed November 21 – 23.
- ❑ Store product in a cool and clean location to prevent chocolate items from melting or other damage. The Unit assumes all liability for the product once it is received.
- ❑ Distribute popcorn to your Scouts at a pre-scheduled time and location. Make sure you have copies of your Scouts' orders.

## December

- ❑ **Submit your Unit's popcorn [payment](#) on time (no later than 1 PM Saturday, December 1<sup>st</sup>).**
  - Unit invoices are available at [Popcorn System](#). You may see your Unit's "balance due" on the Unit Invoice, which will be less your earned commission.
  - Payment should be made with one check payable to Alamo Area Council. Units with outstanding balances after December 1<sup>st</sup> will lose 3% commission.
- ❑ **Prize and patch orders are due no later than Monday, December 3<sup>rd</sup>. This deadline will be strictly observed.**
- ❑ Submit [Trail's End Scholarship forms](#) for Jay Ghormly's signature by – Monday, December 3<sup>rd</sup>.

## March

- ❑ Units will receive a check or Unit Account deposit for Online Sales commissions. All Units earn 40% commission for online sales.