



ALAMO AREA COUNCIL

2017 POPCORN SALE



UNIT KERNEL'S GUIDE



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For More Popcorn Sales Resources, Visit. . .

www.AlamoAreaBSA.org/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 college 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 www.AlamoAreaBSA.org/Popcorn or <http://scholarship.trails-end.com/>.



POPCORN FOR OUR TROOPS



Trail's End sends popcorn treats 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. Online, several other donation levels are added as well for consumers across the country. When consumers purchase this option, Trail's End will send a variety of popcorn treats to veterans' organizations, U.S. troops, and their families.

Each military donation level is available on the Scout's paper order form and on trails-end.com throughout the year.

2017 kicks off the eleventh year of Popcorn For Our Troops. Here are the results from the past few years:

- Consumers have donated over **\$47 million** worth of popcorn to U.S. troops
- In 2015 alone, consumers purchased over **145,000 donations**
- Over **4,300 tons** of popcorn treats have been shipped to hundreds of locations around the world
- Consumers have placed over **120,000 orders** online for the Military Product Donation

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.

Be sure to promote [POPCORN FOR OUR TROOPS](#), because the 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, enter (1) \$30 Military Donation.**

WANT TO INCREASE YOUR INCOME & SUPPORT OUR TROOPS??? Put out a donation canister to collect change from purchases, loose change, and money from those not interested in buying popcorn. Most people will give to our soldiers even if they can't or won't buy popcorn.

POPCORN SALES METHODS

Use more than one method to fund your Scouting Adventures!

- ♣ **Show and Sell** - The Unit works as a team at a location to show their products and to make immediate sales after getting permission to sell in front of a business, storefront, or other location.
***Advantage:** Access different customers you wouldn't see door to door to make extra sales! This is an opportunity for every Scout to become familiar and more at ease with interacting with customers. You can count the Scout's participation toward the Unit sale even if he opts not to participate in take order.*
- ♣ **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 as well.
***Advantage:** Higher dollar sales per customer. Order now, come back to deliver product and take payment!*
- ♣ **Show and Deliver** - The same as Take Order, but Scouts carry along some product to be able to deliver on the spot. Customers still fill in the order form as with the Take Order. **Good record-keeping is a must!** Use an order form just for Show and Deliver and mark each product PAID – to ensure that you don't order popcorn that is already delivered and paid for.
***Advantage:** Limited products but can give the product right to the customer and take payment! No coming back to the customer later.*
- ♣ **Online** - Allows Scouts to sell online to family and friends near and far through www.Trails-End.com or even accept credit card orders anywhere, anytime, and eliminate distribution and inventory.
***Advantage:** 50% flat Commission on online sales. Sell to customers all year and no delivery or collection from customers! Reach customers anywhere in the world. Can use smart phone app during other sales methods if other credit card options are not used by the Unit. Online sales count toward Council rewards during the annual fall popcorn sale.*

How: Registration details are included in this packet and available online.

POPCORN PICKUP / RETURN LOCATION
McGimsey Scout Park – Sports Pavilion/Popcorn Warehouse
10810 Wedgewood Drive (NW Military & Lockhill Selma – behind Council Service Center)

SCHEDULE YOUR UNIT'S PICKUP TIMES ONLINE AT

WWW.ALAMOAREABSA.ORG/POPCORN

- Please bring volunteers to help load your vehicle. **This will be 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 & slowly through the park

CUSTOMER RECIEPTS

Each year the Council receives several phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. The Council recommends that you do not collect any money until you deliver the product. If you do collect money up front, give the customer a receipt (samples are provided online) with contact information and the date of when to expect delivery of 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.

PRODUCT INVENTORY

Each year as the popcorn sale grows, the amount of popcorn returned to the Council also grows. **All popcorn ordered from Trail's End CANNOT BE RETURNED so becomes the property of the Alamo Area Council.** Some returned popcorn is used to fill Take Orders and as thank you gifts and promotions, but a large quantity goes to waste each year. This represents money that cannot be reinvested in our local Scouting programs. In order to maintain the current commission structure, we are asking for your help to get the amount of returns down to **less than 10% of the Total Council Show & Sell order**. Units will lose commission for excess returns. The steps below will help reduce the amount of returns:

- ♣ Order your popcorn based on last year's sale and changes in your Unit membership. For example, did your top selling Cub Scouts move on to Boy Scouts?
- ♣ Look at your sales plan. Do you have more or less sale sites lined up than you had last year?
- ♣ When you set sales goals for each family, do not give them all of the popcorn needed to reach the goal at the start of the sale. Give them about 70% of the product needed.
- ♣ Have a pickup/return and money turn in day to help you see who is selling and redistribute the popcorn to the families who are selling.
- ♣ Ask the Scout families not to fill their family's orders until the end of the sale. This will provide for storefront and neighborhood sales. The family orders can be filled with popcorn from returns from other Scouts or the take order.
- ♣ Additional popcorn will generally be available for check-out throughout the course of the sale.

POPCORN RETURN POLICY & PROCEDURES

- ♣ The FINAL return date is Tuesday, November 1. Returns will also be accepted during all warehouse hours prior to November 1. **NO RETURNS WILL BE ACCEPTED AFTER NOVEMBER 1.**
- ♣ **Units with NO RETURNS will receive an extra 3% commission (see commission structure).**
- ♣ **UNITS MAY NOT RETURN MORE THAN 15% OF THEIR TOTAL SHOW & SELL ORDER.**
- ♣ PLEASE RETURN ONLY FULL CASES....if you have just 1 or 2 of an item left, sell them.
- ♣ 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 return. Keep the copy for your records.

COUNCIL'S PAYMENT POLICY & PROCEDURES

- ♣ Print your Trail's End Unit invoice (available in the Popcorn System under reports) before you make a payment.
- ♣ Review the Trail's End invoice completely including every line item to confirm that all of your orders/returns are 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 & Sell and Take Orders. Online Sales Commissions will be paid in February. Full payment is due by Friday, December 1, 2017 or late fees will be charged. Units should submit ONE check payable to the Alamo Area Council. **CASH IS STRONGLY DISCOURAGED; CREDIT CARDS WILL BE ACCEPTED BUT WILL FORFEIT THE 3% ONTIME CASH COMMISSION BONUS.**

STEPS 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**, watch the popcorn training videos to learn, and pay attention to the council communications to learn about the specifics of the Alamo Area Council sale.
- ♣ **ENTHUSIASTIC Leadership** - This is a motivating factor for both the Scouts and their parents.
- ♣ **EFFECTIVE COMMUNICATION** - Make sure Scouts and parents understand the popcorn sale plan and **ALL THE GREAT BONUS PRIZE PROGRAMS**.
- ♣ **Unit BUDGET** - Planning the unit's yearly program around a budget demonstrates just how much it costs to provide a great program.
- ♣ **Established GOALS** - Both the unit and the Scouts need goals. The unit can plan the annual program around the sale. A great sale enables a great program. Planning and explaining the benefits of the Scouts' goals motivates both the youth and his parents.
- ♣ **EDUCATE the Parents** of the direct benefits to them - i.e. Johnny sells \$x amount in popcorn and gets to go to camp.....without Mom or Dad having to open their checkbook.
- ♣ **Explain BENEFITS** of why this is such an important activity. Benefits include things like the scholarship program, prizes and free program activities, but also Scouts learn the value of paying their own way. They gain confidence, and learn salesmanship techniques. Parents need to know that this fundraiser gives more back to their child than any other fundraiser available to Scouts.
- ♣ Have a **FUN and EXCITING Unit KICKOFF** to provide families all the materials and **MOTIVATION** for a successful sale. Review prizes and incentives.
- ♣ Have **"Unit Blitz Days"** where every Scout in the Unit goes out selling and whoever sells the most on that day gets a prize.
- ♣ **Establish an additional UNIT INCENTIVE PROGRAM** in addition to the council rewards program. For example, each Scout who sells \$500 may get to go to Day Camp for free, or maybe earns a portion of Webelos Camp or Summer Camp. Maybe the top selling den / patrol gets a pizza party. Maybe sell \$800 or more and the Scout gets to pie the Cubmaster/Scoutmaster. Scout that has the highest sales each week gets a special prize.



- ♣ **Establish a Customer Base** - Make 2 copies of all Take Order forms: one for the Scout to use to distribute orders once they are received and one to keep with Unit Records to call on the customer next year.
- ♣ **Keep accurate records** - Collect the money when popcorn is ordered. Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.
- ♣ **Remind parents** of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters, friends and relatives.

UNIT POPCORN KICKOFF

A successful popcorn kickoff is the single most important part of your popcorn sale!

Below is an example of a kickoff plan to get you started. Customize your kickoff to suit your unit.

A sample PowerPoint presentation is available at www.AlamoAreaBSA.org/popcorn.



Objective: Get Scouts excited about what they can win. Get parents informed about why they should sell.

Keep it FUN! Keep it MOVING! Keep it SHORT!

Preparation: Have a display and samples available. Have a laptop and/or projector to show portions of the Trail's End PowerPoint found on Trails-End.com (Leaders Section). List on a poster or board how the funds raised through the popcorn sale will be used to enhance the unit program. Have a chart with each Scout's name and the unit popcorn sales goal. Keep the gathering upbeat, fun, and informative!

Suggested Agenda:

- ♣ **Theme and decorations: Star Wars VIII: The Last Jedi**
- ♣ **Opening:** Serve some samples, give away some prizes, play a "popcorn" related game, or get ideas from the Trail's End website.
- ♣ **Review your Unit's "Ideal Year of Scouting:"** Explain the activities, the costs, and how they relate to the Per Scout Sales Goal.
- ♣ **Explain the Key Dates:** Review the sale period, show and sell events and sign-ups, weekly reporting, and money collection. Cover any special incentives your Unit might be using. Provide a popcorn sale fact sheet for every Scout family that includes key dates and locations for the sale.
- ♣ **Scout Training: Watch the "5 Ways to Sell" and other helpful videos on the Council and Trails End websites.** Practice door-to-door approaches and review proper manners in talking to adults. Make sure each Scout knows his goal.
- ♣ **Prizes or Incentive Plan:** Review the Council's prize program, bonus prizes, and weekly drawings. If having an additional/alternate unit incentive plan, cover how it will work. Units not participating in the Council's prize program are still eligible to order patches and bonus prizes and participate in the weekly drawing.
- ♣ **The Big Finish:** The previous year's top sellers might throw cream pies at their leaders, shave the Cub/Scoutmaster's head, or some other fun, non-destructive exciting experience. Send the Scouts home eager to be successful!
- ♣ **Thank the Scouts and Families** for helping to make the unit a success. But most importantly remind them to HAVE FUN and be successful so that everyone will have the best Scouting program year ever!

DO'S AND DON'TS OF THE SALE

- ♣ **ALWAYS** wear your uniform. Everybody loves to support a Scout in uniform.
- ♣ **ALWAYS** sell in pairs or with a parent. Per BSA's Youth Protection Policies, be sure to maintain TWO-DEEP LEADERSHIP at all show and sell events and while walking door-to-door.
- ♣ **NEVER** sell after dark. **ALWAYS** be Scout-like, polite, and courteous. **WEAR** a smile and introduce yourself. **You are the face of Scouting.**
- ♣ **ALWAYS** 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."
- ♣ **ALWAYS** walk on the sidewalk and driveway; NOT through peoples' yards. **WATCH** for traffic.
- ♣ **DON'T** carry large amounts of cash with you.
- ♣ **NEVER** enter anyone's house.
- ♣ **REMEMBER** to always have 2 pens with you and make sure you keep your Take Order form as neat as possible.
- ♣ **STATISTICS** show 3 out of 5 houses buy Trail's End Popcorn when asked. **NOT** every house will buy so do not become discouraged. **THE MORE PEOPLE YOU ASK - THE MORE PEOPLE WILL BUY.**
- ♣ **KNOW** all the different types of popcorn products you are selling..."Be Prepared" to answer "Which is your favorite?"
- ♣ **KNOW** the date when you will be delivering the popcorn to your customers.
- ♣ **PUT** popcorn sale articles in your school, church, and community bulletins and newsletters.
- ♣ **REMIND** your parents, grandparents, aunts, uncles, and neighbors what a great gift Trail's End Popcorn makes for teachers, friends, co-workers, etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- ♣ **ASK** friends at your place of worship if they would like to buy some 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.
- ♣ If your parents belong to a club (Rotary, Kiwanis, Lions, bowling league, hockey league, etc.), see if the club will let you make a presentation to the members. Many business leaders give holiday gifts to clients and employees and Trail's End popcorn makes a great gift.
- ♣ **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. Inform people about www.Trails-End.com where they can buy popcorn year-round to support you and your Scouting Unit.
- ♣ **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!
- ♣ **ALWAYS SAY "THANK YOU!"**

THE SALES PITCH

- ♣ **Focus on Scouting** instead of the product. "Would you support my Scouting program?" "Will you help us go to camp?" Avoid asking if they would like to "buy popcorn." **If they just wanted to buy popcorn, they could get it cheaper in a store.**
- ♣ **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.
- ♣ **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"
- ♣ **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.
- ♣ 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.
- ♣ **Sell the higher priced products first to generate more program revenue.**
- ♣ If someone says – 'It's not on my diet' or 'I can't eat it because I'm a diabetic' – let them know that it makes a great gift for the holidays or suggest a Military Donation of *Popcorn For Our Troops*.
- ♣ **Have the Scouts practice the pitch** until they don't have to think about what they are going to say.
- ♣ **Most people who do not buy popcorn do not buy because they did not get asked...over 80% of people will buy popcorn when asked.**
- ♣ Over 90% of people who buy popcorn from a Scout have made up their mind to support Scouting before they have even seen what the Scout is selling!
- ♣ **Say THANK YOU – even if only for their time.**

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 a situation. Do not get into an argument with the individual; simply affirm their right to hold an opinion and thank them for their thoughts.

Sample Sales Script

- Hi, my name is _____ and I'm a Cub/Boy Scout w/ Pack/Troop # _____. I am trying to earn my own way to camp _____ this summer. My goal is \$_____ in popcorn sales. I am also helping _____ (sponsor another Scout, etc.).
- Can I count on your support to help me out? I have all this delicious popcorn. My favorite is _____, but if you don't like that one then you might like _____.
- (Before telling prices or handing order form) I want you to know that 73% goes directly to scouting and 33% helps in-need Scouts go to camp. The other 40% helps my Pack/Troop to do activities and help support our involvement in the community.
- If I can raise at least \$2500, then I get an extra 6% of my total sales into my college scholarship.
- Would you be willing to help me out?

FALL POPCORN SALE CHECKLIST

Spring/Summer

- ☐ Recruit a unit popcorn Kernel and give them this guide. 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 www.AlamoAreaBSA.org/Popcorn.
- ☐ Schedule your Show and Sell locations and dates that your Unit will sell at. Don't forget to register online at www.AlamoAreaBSA.org/Popcorn for the Show & Sell lottery for Bass Pro and a few other retailers.

August

- ☐ Attend the Scout Expo and Popcorn Kickoff to pick-up your popcorn packet and supplies. Refer to the Popcorn Sale Calendar for important dates. Watch the online training videos and familiarize yourself with all the printed materials, especially the Popcorn Kernel's handbook. Browse additional materials and sales aids at www.AlamoAreaBSA.org/Popcorn and www.Trails-End.com.
- ☐ Learn and understand the Council's commission structure. Decide with your unit leaders if you will participate in the Council's Gift Card Prize Program or take the 5% Cash Option.
- ☐ Decide with your Unit leaders how much popcorn to allocate to each family for Show & Sell/Deliver throughout their neighborhoods and places of business.
- ☐ Determine if your Unit will accept credit card payments and if applicable, setup an account with your preferred vendor. The Council and Trail's End both recommend using Square or Stripe. Visit www.Trails-End.com for more information on this offer.
- ☐ Create Unit sales incentives for your Scouts and procure prizes.
- ☐ Logon to www.Trails-End.com and follow the provided instructions to order your popcorn. Remember, if this is your first time, to start small. The Council will have extra product on hand if you need more than your original order.

September

- ☐ Host a unit kickoff event. Make it fun and create excitement for the Scouts and parents. Pass out order and prize forms to all the youth. Emphasize importance of the sale to parents and all the prizes and benefits they can receive. Make sure parents and leaders are aware of deadlines for handing in popcorn and prize orders and for registering for the weekly drawings.
- ☐ Create a sign-up sheet for your Show & Sells and have your parents and youth select their available time slots.
- ☐ Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts should be in uniform while they are selling.
- ☐ Schedule at www.AlamoAreaBSA.org/Popcorn and pick-up your Show and Sell Popcorn at McGimsey Scout Park. Refer to the Popcorn Sale Calendar for distribution dates. Be sure to bring enough vehicles to haul your order and PLEASE be on time.
- ☐ 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.
- ☐ Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location. Have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold, undamaged product. This product should be used by Scout families for Show and Deliver throughout their neighborhoods and places of business.
- ☐ Promote your unit blitz days.

Show and Sell Events

- ☐ Pack items that you will need for the sale: popcorn, order forms, banners, tables, chairs, canopy, change, receipts, Military Donation Cards, pens, schedule, bottled water, etc.
- ☐ Arrive early and check in with store manager to find out any necessary information for the location. **If there is a Unit already selling at the location, please do not confront the store manager.** Politely approach the Unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.
- ☐ Set up product and site in an organized fashion. Keep site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of the business nor in their dumpster. This will make your presentation look better and strengthens your unit's relationship with the location.
- ☐ As your Scouts show up, begin to build teams of two putting more extroverted and/or experienced youth with more introverted and/or inexperienced youth. This will help build confidence and motivation.
- ☐ Always maintain two-deep leadership.
- ☐ Let the Scouts do the selling. It's easy for adults to say no to adults, but very tough to say no to Scouts in uniform.
- ☐ Checks should be made payable to your Unit...not Council as you assume liability for accounts with insufficient funds.

October

- ☐ Share and post a chart with your unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses, be sure to update the chart. Each week show the unit goal chart and check on your Scouts' progress. Present and/or recognize Scouts for earning weekly prizes or incentives. Make sure to collect any order forms totaling \$600 for the Weekly \$600 Club Drawings and submit them to Popcorn@AlamoAreaBSA.org.
- ☐ After the final week of sales, be sure to collect **ALL** unsold Show and Sell/Deliver popcorn, prize orders, and any money collected from the Scout families. Total all the orders onto a single order form to make entering the Unit Order online simpler. Be sure to fill Scout orders with remaining popcorn on hand when possible before the return date.
- ☐ Enter popcorn and prize orders online following the ordering instructions. Refer to the Popcorn Sale Calendar for due dates.

November

- ☐ Return any unsold Show and Sell/Deliver product on the return day(s) or keep extra product to fill take orders. Popcorn should only be returned in full cases and returns should be less than 25% of your original distribution amount or your Unit will incur commission losses. Refer to the Popcorn Sale Calendar for return dates.
- ☐ Schedule at www.AlamoAreaBSA.org/Popcorn and pick-up your Take Order Popcorn at McGimsey Scout Park. Refer to the Popcorn Sale Calendar for distribution dates. Be sure to bring a large enough vehicle to haul your order with and be on time to ensure timely distribution.
- ☐ 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.
- ☐ Schedule a payment deadline for all Scout families to have their money turned in. All checks should be made payable to your unit....NOT THE COUNCIL. This date should be at least one week prior to the Council's payment deadline to ensure adequate time for the Unit Popcorn Kernel to get a check from the Unit Treasurer. Prompt payment should be made to the Alamo Area Council to avoid commission loss.

December

- ☐ Make popcorn payment on time. Refer to the Popcorn Sale Calendar for payment deadline. Unit Invoices are available at www.Trails-End.com. "Balance Due" will be shown on the Unit Invoice, which will be less your earned commission. Payment should be made with one check payable to the Alamo Area Council. The Council strongly discourages cash. Units with outstanding balances after December 2nd will lose 1% commission per week.

February

- ☐ Units will receive a check or Unit Account deposit for Online Sales commissions. All Units earn 50% commission.