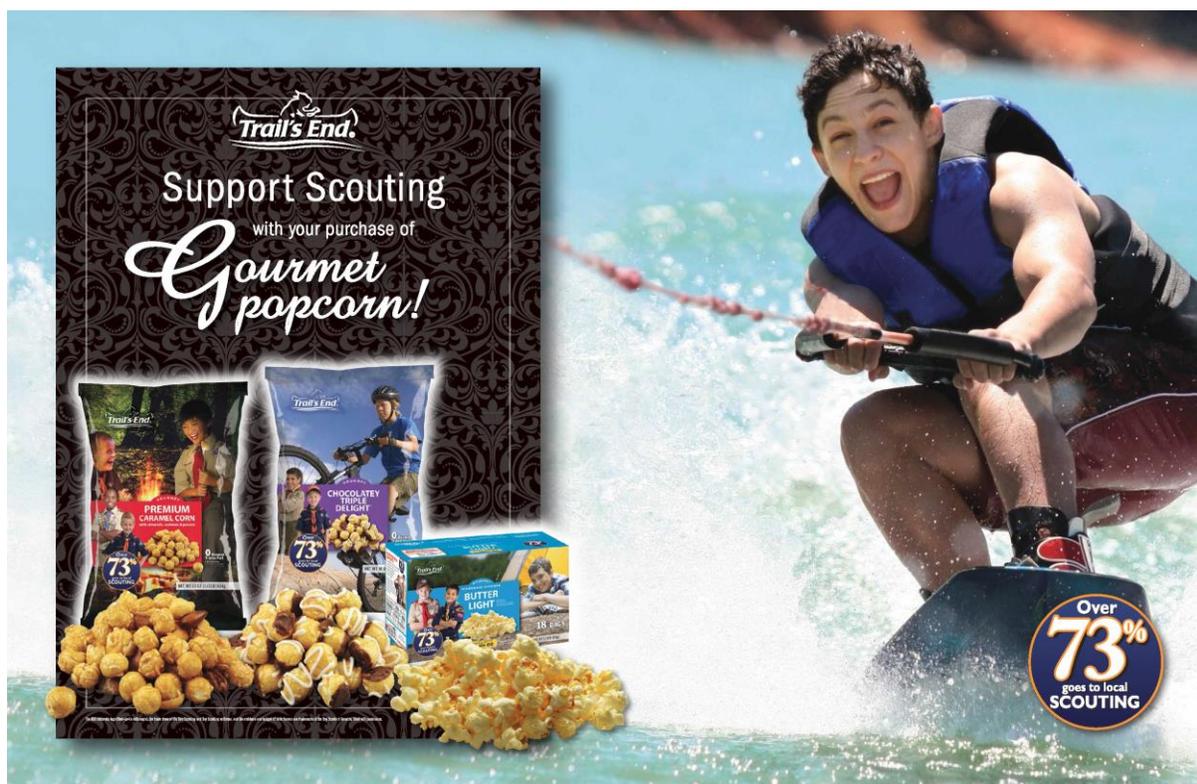


# NARRAGANSETT COUNCIL 2015 POPCORN SALE UNIT SALES GUIDE



## Let the Adventures Begin

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## Three Ways to Sell Trail's End

- **Take Order Sales**
- **Show & Sell**
- **Online Sales**



# MESSAGE FROM THE 2015 POPCORN TEAM

Dear Unit Kernels and Leaders,

Thank you for your participation in the Narragansett Council's 2015 Fall Popcorn Sale. We are sure that you will find the Popcorn Sale easy for your unit to raise the funds to provide a quality Scouting program for your Scouts and families. Each year the sale achieves three main objectives for Scouting.

- First, the sale raises fund for our units within our Council.
- Secondly, the money made by your unit is matched back to the council by Trail's End. That means funds come back to units in the form of camperships, camp programs and maintenance and equipment at the camps.
- Third, the sale gives us the opportunity to instill a strong work ethic in our youth, encouraging scouts to earn their way to activities and events.

By participating in the sale you not only guarantee your unit a good revenue stream but also guarantee that prices for programs stay low, improvements to our camp facilities are made, camperships continue to be available for scouts, and that services and training are available for your units and leaders.

Units that were most successful in last year's sale used many of the following tools and techniques to reach their sales goals:

- Planned out the year ahead and had a Unit budget
- Set a sales goal for each Scout and for the Unit
- Established Scout accounts to help each Scout and his family with program expenses
- Held a Unit popcorn kickoff to tell the Scouts and parents about the year ahead.
- Sold popcorn by various methods using the Show n' Sell, Take Order and online selling opportunities
- Scouts continued to sell until their goal was met
- Used e-mail communication tools from [www.trails-end.com/leaders](http://www.trails-end.com/leaders) to promote the sale to Scouts and parents.

The Council Popcorn Team stands by ready to assist your unit in having a successful Popcorn Sale. Please feel free to contact us with questions or for any assistance you need. We want to help you grow your Popcorn Sale!

On behalf of all our members, thank you for your leadership and involvement in this important fundraising program.

Best wishes for a successful sale!  
Sincerely,

Marc Cardin  
Popcorn Staff Advisor



# WHY SELL POPCORN

- High Commissions - 35% of the proceeds of your sales go directly to your unit.
- No out of Pocket Expenses for Unit - Popcorn is distributed to your unit and you collect the money from the orders before you pay the Council for the popcorn. No waiting for the profits – you keep them when you collect for the orders.
- You have a Support Team - The Narragansett Council is committed to making this campaign successful for everyone involved with your unit. The volunteer and professional support system is readily available to assist you with the tools you need to reach your goals.
- High Quality Product. Trail's End popcorn is part of the Weaver Popcorn Company (established in 1928), which is one of the world's largest popcorn producers. They are committed to customer satisfaction and the success of your individual unit campaign. Check them out at [www.trails-end.com](http://www.trails-end.com).

## POPCORN SALE CALENDAR

<p style="text-align: center;"><b>AUGUST</b></p> <p>August 1                      Online Sales Begin August 5                      Popcorn Kick-off</p>	<p style="text-align: center;"><b>September</b></p> <p>September 1                Take Order Sale Begins September 4                Show &amp; Sell Orders Due September 19               Show &amp; Sell Order Pickup</p>
<p style="text-align: center;"><b>October</b></p> <p>October 18                Mid-sale incentive deadline October 25                \$750 Sellers Party at                                     Launch Trampoline Park</p>	<p style="text-align: center;"><b>November</b></p> <p>November 7                Show &amp; Sell Product Return                                     Take Orders Due                                     Prize Orders Due November 21                Final Product Distribution</p>
<p style="text-align: center;"><b>December</b></p> <p>Mid-December            Top Sellers Celebration                                     with the P-Bruins December 11                Final Payments Due January 3                    \$1,500 Sellers Party at                                     Rockspot climbing</p>	



# Plan and Host a Kickoff

## Motivate your Scouts and parents.

- Keep it fun! Keep it moving! Keep it short!

## Show parents and Scouts the benefits of selling popcorn.

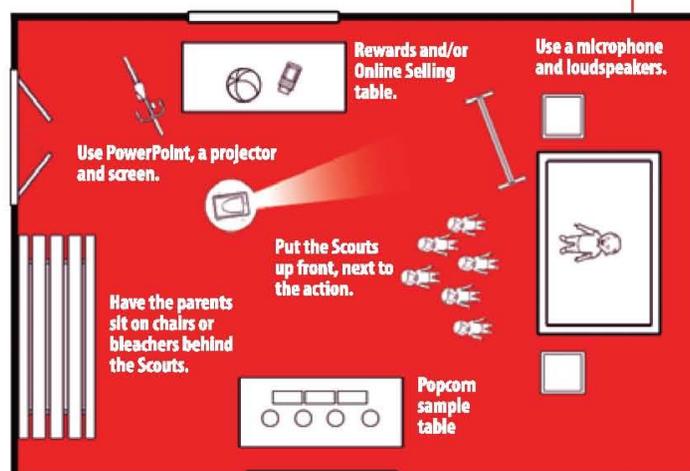
- Lay out the exciting Scouting program you have planned for the year.
- Tell families how they can eliminate out-of-pocket expenses by reaching their goal.
- Tell families about online selling.
- Explain that Scouts will have fun while learning to earn their own way.

## Kickoff Agenda (40 minutes)

- **Grand Opening** (5 minutes)
  - Get ideas from the online video training at [sell.trails-end.com](http://sell.trails-end.com).
  - Play music, dim the lights and have fun!
- **Explain the Scouting program and key dates** (10 minutes)
  - Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.
  - Highlight key dates important to the popcorn sale.
- **Train your Scouts** (10 minutes)
  - Show Scout training videos on [sell.trails-end.com](http://sell.trails-end.com) at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have an Internet connection.
  - Explain the different ways Scouts can sell – face-to-face and online at [sell.trails-end.com](http://sell.trails-end.com).
- **Showcase your Scout Rewards** (10 minutes)
  - Introduce your unit incentive program, starting with the pie in the face!
- **Big Finish** (5 minutes)
  - Have the top sellers from last year throw pies in the faces of the leaders.
  - Send everyone home motivated to sell!

## Kickoff Floor Plan

- Have a rewards table showing the cool items Scouts can earn.
- If you can connect to the Internet, have a table set up with a couple of computers so each Scout can create an account on [sell.trails-end.com](http://sell.trails-end.com).
- Hang colorful Trail's End banners and posters.
- Have door prizes for both Scouts and parents.
- Set up a table with a popcorn popper and other Trail's End snacks.



# SCOUT REWARDS & INCENTIVES

This year we are again using Keller Marketing for our prize program. This company is used by many Boy Scout Councils across the country for their prize programs and specializes in the types of prizes and the age group of our Scouts. They offer an enhanced online ordering system, allow Scouts to combine prize levels, and the opening prize level starts at only \$75.

In addition to the standard prize program with Keller the Council offers a number of additional incentives for your Scouts.

Also, once again Trails End is funding the College Scholarship account program for Scouts who sell at least \$2,500.

## 2015 Council Level Incentives

	<p><b>Fill-a-Sheet</b> and Earn a Zeon Bow (Cub Scouts) or Rosewood Multi-tool w/ Hammer (Boy Scouts)</p>
	<p>Sell <b>\$750</b> by Oct. 18 and get invited to a party at Launch <b>Trampoline Park</b> on 10/25</p>
	<p>Sell <b>\$1,500</b> and get invited to a party at RockSpot Indoor <b>Climbing Gym</b> on 1/3</p>
	<p>Sell <b>\$3,000</b> and get to pick a prize from the <b>PRIZE VAULT!</b> Choose from: I-Pad Mini, Play Station 4, XBox or Free Week at Yawgoog or Cachalot</p>
<div style="display: flex; justify-content: space-around; align-items: center;">     </div>	
	<p><b>Top 10</b> Sellers Get 2 tickets to a Special <b>Providence Bruins</b> Scout Game and get recognized on the Bruins bench before the game</p>

# BUILDING CHARACTER

## Level 8 - Sell \$775

- 22 - HEXBUG Nano V2 Twister Neon
- 23 - LEGO Marvel Super Heros Avenger #3
- 24 - Waterproof Tent - 68"x60"x48"
- 25 - Grab Bag G



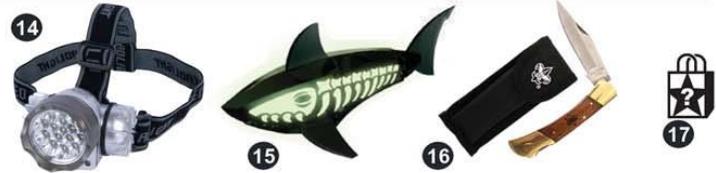
## Level 7 - Sell \$575

- 18 - LEGO Technic - Record Breaker
- 19 - Outdoor Adventure Set
- 20 - Lantern w/ 360 degree Rotation
- 21 - Grab Bag F



## Level 6 - Sell \$375

- 14 - Headlamp w/ 16 LED Lights
- 15 - HEXBUG Aquabot Zombie
- 16 - Large Brass & Rosewood Knife w/ Case and BSA® Branding
- 17 - Grab Bag E



## Level 5 - Sell \$275

- 10 - Multi-Tool Flashlight
- 11 - Rosewood Handle Knife w/ Clip & BSA® Branding
- 12 - Mini Crossbow w/ 3 Darts
- 13 - Grab Bag D



## Level 4 - Sell \$175

- 7 - Small Multi-Tool w/ Light & Case
- 8 - Small Brass & Rosewood Handle Knife w/ BSA® Branding
- 9 - 7" Rocket Launcher



## Level 3 - Sell \$125

- 4 - Glow in the Dark Flashlight
- 5 - 4x30 Binoculars
- 6 - Lazer Finger Flashlights



## Level 2 - Sell \$75

- 1 - Lock Blade Knife
- 2 - Silicone Wristband w/ BSA® Branding
- 3 - Compass Thermometer w/ Clip



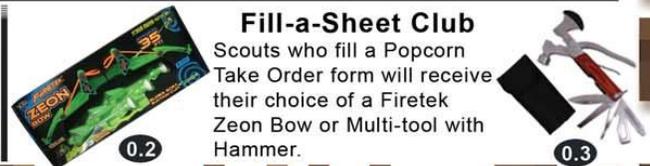
## Level 1 - Sell Any Item

- 00 Popcorn Sale Patch
- 0.1 Popcorn Sale Pin



## Fill-a-Sheet Club

Scouts who fill a Popcorn Take Order form will receive their choice of a Firetek Zeon Bow or Multi-tool with Hammer.



**Level 14 - Sell \$4,000**

- 46 - Playmobil Royal Lion Knights Castle
- 47 - Lionel Junction Union Pacific Steam LionChief Set
- 48 - 10" Tablet -
- 49 - \$200 Walmart Gift Card



**Level 13 - Sell \$3,500**

- 42 - HEXBUG Robotics 4 in 1 Kit
- 43 - Carrera GO!!! Race for Victory Set
- 44 - Bresser Dione Telescope
- 45 - \$165 Walmart Gift Card



**Level 12 - Sell \$2,750**

- 38 - Eureka Tetragon 3 Tent
- 39 - 7" Tablet - 8GB
- 40 - LEGO Star Wars Imperial Assault
- 41 - \$125 Walmart Gift Card



**Level 11 - Sell \$2,000**

- 34 - LEGO City Fire Station
- 35 - Carrera Helicopter - Green Vecto
- 36 - Elite Fly/Spin Fishing Travel Set
- 37 - \$90 Walmart Gift Card



**Level 10 - Sell \$1,650**

- 30 - LEGO Star Wars Death Star Final Dual
- 31 - High Sierra Day Pack
- 32 - My Robot Time - Sensing
- 33 - \$75 Walmart Gift Card



**Level 9 - Sell \$1,100**

- 26 - Walkie Talkie Set
- 27 - Carrera R/C Car - Fire Racer
- 28 - Playmobil Red Serpent Pirate Ship
- 29 - \$40 Walmart Gift Card



Descriptions of Prizes Available at  
[www.boyscouts-gcc.com](http://www.boyscouts-gcc.com)

**BUILDING CHARACTER**

**NARRAGANSETT COUNCIL**

Council ID: 546NC [www.narragansettbsa.org](http://www.narragansettbsa.org) Phone: 401-351-8700

**How to Select Your Prizes**

- Sell any item and receive the Popcorn Sale Patch or Pin.
- Sell \$75 or more and receive a Popcorn Sale Patch or Pin AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Sale Patch or Pin AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

**Example:** Sales of \$575 choose one prize from Level 7 ...OR... TWO prizes from Level 5 ...OR... ONE prize from Level 5, ONE prize from Level 4, and ONE prize from Level 3; etc.



**Grab Bags - Be surprised - Each Grab Bag is valued at 50% more than the other prizes within that level. The prizes included in each Grab Bag may not be pictured on this brochure. Grab Bags within each shipment to each Unit will be identical.**

**BONUS PRIZES**

- Fill-a-Sheet and select the Zeon Bow or Rosewood Multi-tool w/ Hammer
- Sell \$750 by 10/18 and go to LAUNCH Trampoline Park
- Sell \$1,500 and go to ROCKSPOT CLIMBING
- Sell \$3,000 and enter the PRIZE VAULT and select your choice of: iPad Mini, PS4, Xbox, Free week of Camp

**POPCORN SALE IMPORTANT DATES**

- August 15th - Sale Starts
- October 18th - Sell \$750 by 10/18 and get invited to Launch Trampoline Park
- November 1st - Order due to your Leader (Date varies by Unit)
- November 21st - Popcorn Pickup

# College Scholarship – Funded by Trail’s End



Scouts who sell at least \$2,500 (online, face-to-face or combination) in any calendar year receive 6% of their total sales invested in their own college scholarship account. That is \$0.06 of every dollar they sell!

Once Scouts are enrolled, 6% of their sales each year will be added to their account. Scouts only have to hit the \$2,500 minimum one time.

**Online sales count!**

---

## How Scouts enroll and report sales

- Scouts who sell \$2,500 or more in a calendar year must email a completed scholarship enrollment form and proof of sales to [scholarship@trails-end.com](mailto:scholarship@trails-end.com)
- Scouts have to reach \$2,500 only one time. Once enrolled, they must report their total sales each year.
- Scholarship balances will be emailed to each Scout annually.

## Payouts

- Scouts must email a completed scholarship payout form and all required documentation to [scholarship@trails-end.com](mailto:scholarship@trails-end.com)
- Payouts are processed four times per year: March 15, June 15, September 15, December 15.
- Trail's End sends Scouts' funds directly to their educational institutions to offset tuition, books, housing and/or other Fees



## College Scholarship Enrollment Form

Please submit this completed form to enroll or to report your 2015 sales.  
To enroll, you must sell at least \$2,500 from January 1, 2015 to December 31, 2015.

### SALE INFORMATION

Spring 2015 Face-to-Face Sales (Take Order): \$ \_\_\_\_\_ Fall 2015 Take Order: \$ \_\_\_\_\_

Spring 2015 Show & Sell: \$ \_\_\_\_\_ Fall 2015 Show & Sell: \$ \_\_\_\_\_

2015 Online Sales (sell.trails-end.com): \$ \_\_\_\_\_

2015 Total Sales \$ \_\_\_\_\_

### SCOUT INFORMATION (to be completed by Scout)

Scout's Full Name: \_\_\_\_\_ Birth Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Qualifying Year: \_\_\_\_\_ Social Security # (last four digits – for account payout): XXX-XX-\_\_\_\_

Street Address \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address (account balance will be emailed to you): \_\_\_\_\_

Council Name: \_\_\_\_\_ Council City & State: \_\_\_\_\_

### COUNCIL APPROVAL (to be completed by Council)

Council Popcorn Staff Advisor (print name): \_\_\_\_\_

Council Popcorn Staff Advisor's Signature: \_\_\_\_\_

You must have your Council Popcorn Staff Advisor's signature to add sales

### HOW TO ENROLL OR REPORT SALES

Please email the following documents to [scholarship@trails-end.com](mailto:scholarship@trails-end.com). Trail's End does not accept faxes, zipped files, or files over 10MB. This form may be submitted by the Scout or Council.

1. This completed form signed by your Council Popcorn Staff Advisor.
2. A copy of each paper order form used in the spring and/or fall sale.
3. A copy of your online sales report from [sell.trails-end.com](http://sell.trails-end.com).

You can also mail this information to:  
Trail's End Popcorn  
Attn: Scholarships  
4485 S. Perry Worth Rd.  
Whitestown, IN 46075

For more information about the Trail's End College Scholarship Program, please visit [sell.trails-end.com](http://sell.trails-end.com).

# PRODUCTS AND PRICING

PRODUCT	RETAILPRICE
---------	-------------

Military Donation - Gold Level	\$50
Military Donation - Silver Level	\$30
Chocolate Lovers Collection Tin	\$55
Cheese Lover's Collection	\$30
White Chocolatey Pretzels	\$25
Caramel Corn with Almonds and Pecans	\$20
Chocolatey Triple Delight	\$20
Unbelievable Butter 18-Pack	\$20
Butter Light 18-Pack	\$20
Jalepeno Cheddar Cheese	\$15
White Cheddar Cheese Corn	\$15
Caramel Corn	\$10
Popping Corn	\$10



**9 Items Priced at \$25 or Less!**

To view a sample Show & Sell order visit [www.narragansettbsa.org/popcorn](http://www.narragansettbsa.org/popcorn)

## NEW PACKAGING FOR 2015



White Chocolatey  
Pretzels



Premium Caramel  
Corn w/ Nuts



Chocolatey Triple  
Delight



Caramel Corn

# Resources & Tools

## Virtual Sales Planner

The five steps all unit leaders should follow for a successful popcorn sale. Located at [leaders.trails-end.com](http://leaders.trails-end.com).

## Leader Sale Kit

This kit is specifically designed for a unit popcorn kernel and includes the leader guidebook, sale posters, goal setting charts, order forms, product samples and military receipts.

## Training Videos & Tutorials

Videos and tutorials are available at [leaders.trails-end.com](http://leaders.trails-end.com) featuring information about how to sell Trail's End, online selling, and how to order products and rewards

## Promotional Items

Promotional images, sales posters, and customizable handout are available on [trails-end.com](http://trails-end.com)

## Square Credit Card Reader Program

Trail's End has partnered with Square, the leading provider in tools for every part of running a business, from accepting credit cards to sales & inventory tracking. Industry research indicates that the ability to accept credit cards increases revenue by as much as 23%.

## Local Council Guidebook

The sales guidebook with specific information for our Council including all dates, incentives, etc.

## Local Support & Advice

Our Council team is local and committed to your success. Rest assured that help is only a phone call away. No question or issue is too big or small, we are here for you!



# CONDUCTING A SUCCESSFUL SHOW & SELL

## Pre Show & Sell

- Contact store or event organizer to gain permission to set up times and dates.
- Set up schedule for boys with specific times of participation - i.e. 4-6 boys per 2 hour shift.
- Gather pictures of the events you have participated in or are planning to attend. People are more apt to purchase if they know the money is being used for Scouting activities.
- Make banners for advertisements and point of sales excitement (great craft activity for a den or pack meeting). Sometimes the stores will advertise the sale on their store sign. Ask if it is feasible.
- Have the boys practice what they are going to say to their potential customers.

## Show & Sell Day

- Bring these items: posters, activity displays, tape, popcorn samples, a scoop, sample cups, broom, dust pan & brush, box or jar for Military donations.
- Display the products. Encourage scouts to pick up product and put it in the hands of the customer.
- Advertise with the Take Order dates.
- Make sure the boys are in their uniforms.
- Have product samples for people strolling by. Quality sells!
- Find a location that has high foot traffic and is safe for the boys to participate.
- Have a money box with small bills for making change (Ones, Fives, and Tens)
- Let the scout do the selling. Allow him to succeed.
- Have the scouts sweep the selling area before they start and after they finish.

## What to Say

- Focus on Scouting instead of the product- i.e. “Hi! My name is \_\_\_\_\_. I’m in Pack/Troop \_\_\_\_\_. Would you like to support my Boy Scout program? We are selling this delicious popcorn so we can \_\_\_\_\_. Will you help us?”
- Be specific on what the money is to be used for. People will be more willing to purchase if they know where the money is going.
- Always mention Scouting.

## After the Sale

- Figure out how much credit each scout has earned and record it on each scout’s order form (“Customer 1, Customer 2” is acceptable).
- Sell the balance: Give the boys an incentive to move the last of the popcorn “Hey guys, sell these last five bags and I’ll take you out for ice cream.”
- Settle inventory: Make sure the money and the inventory adds up.
- Recognize the kids for their hard work: Ice cream, Pizza, something special for their hard work.
- Keep leftovers for your Take Order Sale or you may return unsold items in saleable condition to the Narragansett Council Office by November 7, 2015

## What type of Show and Sell Locations?

<ul style="list-style-type: none"> <li>• High Traffic Areas</li> <li>• Hardware Stores</li> <li>• Grocery Stores</li> <li>• Fast in and outs</li> </ul>	<ul style="list-style-type: none"> <li>• Locations with ATM on site</li> <li>• Dunkin Donuts</li> <li>• Deli/ Bagel Shops</li> <li>• Post Offices</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers Market</li> <li>• Sporting Events</li> <li>• Big Box Stores</li> <li>• Festivals</li> <li>• Banks</li> </ul>
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# SHOW AND SELL SALE CHECKLIST

## August

- Pick up popcorn packet and supplies from the popcorn kickoff. Familiarize yourself with all the printed materials especially the Trails End Popcorn Sale Guidebook. Browse additional materials and sales aids at [www.trails-end.com](http://www.trails-end.com)
- Set a unit budget for the year and come up with a sales goal.
- Decide with your unit leaders how many locations and dates your unit will sell at.
- Secure your Show and Sell locations and confirm with Store Manager.
- Log on to [www.trails-end.com](http://www.trails-end.com), follow the online instructions (see Trails End Popcorn Sale Guide Book), and order your popcorn. Remember, if this is your first time, to start small. The council has extra product on hand and if you need more than you originally planned on you can pick up more at the Council Service Center. Please note that you can only order popcorn in full cases for Show & Sell.

## September

- Create a sign-up sheet for your weekends and have your parents and youth sign-up for your unit's 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.
- Pick up your popcorn at Popcorn Distribution location. Be sure to bring a large enough vehicle to haul your order with and be on time to insure timely distribution.
- Store product in a cool and clean location to keep sweeter, coated items from melting and to keep the product fresh.

## September and October

- Pack items that you will need for the sale; Popcorn, Banners, Petty Cash, Schedule, Pens, etc.
- Arrive early and check in with store manager to find out any necessary information for the location
- Clean site. Sweep up dirt and pick up any garbage. This will make your presentation look better and strengthens your unit's relationship with the location.
- Set up location. Be sure to organize product in a neat and orderly fashion. Do not set up any chairs or tables. It will create unnecessary barriers between the scouts and the customers and keeps your scouts from remaining mobile.
- As your unit shows up begin to build teams of two putting more extroverted youth with more introverted youth. This will help build confidence. If you have more experienced youth place them with less experienced youth to help train first timers.
- Let the youth do the selling. It's easy for adults to say no to adults but very tough for adults to say no to Scouts in uniform.
- Be sure to pickup and be done on time. Be sure to clean up after yourselves and take all garbage with you.

## November

- Return excess product to the Council by November 7, 2015 or keep extra product to fill take orders.

# TAKE ORDER SALE CHECKLIST

## Take Order Checklist

During the Take Order Sale Scouts travel door to door with order forms collecting orders and return in November to deliver the product and collect money. The Take Order Sale can begin as early as September 1st and concludes on November 7, 2015. Your unit needs to place their order by November 7, 2015 and popcorn can be picked up on November 21, 2015 for distribution. Be sure to keep track of youth sales throughout the sale and turn in any mid-sale incentive qualifying order forms.

## August

- Pick up popcorn packet and supplies from the popcorn kickoff. Familiarize yourself with all the printed materials especially the Trails End Popcorn Sale Guidebook. Browse additional materials and sales aids at [www.trails-end.com](http://www.trails-end.com)
- Set a unit budget for the year and come up with a sales goal.
- Recruit a Unit Popcorn Kernel and give them this guide and the popcorn packet. Be sure to brief them on each of the items in the packets and provide them with an overview of how the sale works.

## September

- Create scout sales incentives and procure weekly prizes for your scouts.
- Hold a Unit Kick-off. Get kids excited. Watch the quick video on how to run a kick-off on the Trails End Website
- Pass out order forms to all unit youth. Emphasize importance of the sale to parents and the benefits they can receive. Make sure each parent and unit leader are aware of deadlines for handing in popcorn orders, prize orders, bonus prizes and weekly drawings.
- 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.

## October

- Each week show the unit goal chart and check on your Scouts progress. Present prizes and rewards. Make sure submit any \$750 sellers by October 18 to the Council Service Center.

## November

- After the final week of sales collect all popcorn order forms and prize orders from the Scouts. Total all the orders onto a single order form to make entering the orders online simpler.
- Enter popcorn orders and prize orders online following the ordering instructions. Last day to order is November 7<sup>th</sup>

## December

- Pick up your popcorn at your distribution location on November 21<sup>nd</sup>.
- Be sure to bring a large enough vehicle to haul your order with and be on time to insure timely distribution. Before you leave make sure to sign in with the person on site to signify that you picked up your product.
- Distribute the popcorn to your youth at a pre scheduled time. Make sure you have copies of your Scouts order forms.
- Be sure to collect your money on time from your Scouts and make prompt payment to the Narragansett Council by December 11, 2015.

# TIPS TO GROW YOUR UNIT SALES

**Need some ideas to increase your sales?** Units who sold \$10,000 last year, did the following to increase their sales:

- Sell the program!
- Make popcorn your ONLY fundraiser.
- Set a Unit goal and a Scout goal.
- Use a variety of methods to meet goals- Take-Order, Show & Sell, Show & Deliver and Selling at work.
- Provide incentives to motivate Scouts

## Some examples:

- Scout accounts. Scouts receive a percentage of the Unit's commission to use for Scout expenses.
- Dues Reduction. The more Scouts sell, the less they pay in dues.
- Each den has a goal. Reward for reaching that goal is a pizza party.
- Top three sellers receive a gift certificate.
- Keep the dues low. Then, popcorn income is necessary to pay for program.
- Offer a unit incentive to the top den or patrol.
- Encourage Scouts to join the "Fill a Sheet" program in addition to the patch, certificate and a chance to win a special rewards and incentives.
- For each Scout that sells \$600, a pie in the face for a select leader!
- Map out your territory and assign each Scout an area to cover.
- Communicate throughout the sale with Scouts and parents using e-mail templates and phone calls.
- Provide parents with a letter giving all details of the sale.
- Enthusiastically announce to Scouts whenever a Scout fills up a sheet.
- Regularly remind Scouts to keep selling so they can reach their goals.
- Contact parents of Scouts not selling, and encourage them to have their sons help the unit reach 100% participation.
- Call Scouts. "How are you doing? You have \_\_\_ weeks left to reach your goal."



# SALES TIPS FOR SCOUTS

Reproduce this page for each Scout and Family Selling

## TIPS ON SELLING POPCORN

- Wear your uniform
- Stay outside the house, even if you are invited in. It is a Scout rule.
- Walk on sidewalks and driveways, not lawns or flowers.
- Bring with you order form and 2 pens.
- Smile.
- Tell your name and Scout unit.
- Be courteous and polite.
- Tell what the money will be used for – camp, trip, new tents, etc.
- Know what kinds of popcorn you are selling.
- Know when you will deliver the popcorn
- Say “Thank you,” even if the person does not buy anything.
- Be aware that usually 3 out of 5 people buy popcorn. The more people you ask, the more customers you will have.
- If a customer says, “No. We don’t eat popcorn,” suggest another product or suggest a donation to send popcorn to our troops overseas.

## TIPS ON STAYING SAFE:

- Have an adult come with you.
- Stay outside the house, even if you are invited in. It is a Scout rule.
- Avoid selling after dark unless there is an adult with you.
- Sell in pairs.
- Walk on sidewalks, not streets.

## TIPS ON DELIVERING POPCORN:

- Tape a “Thank You/ OrderPopcorn.com” card to each order.
- Wear your uniform.
- Have your order form and money envelope with you.
- Collect the customer’s money and then give popcorn to your customers.  
If the customer has no money, say you will come back another day to deliver the popcorn.
- Know that a check should be made payable to your unit.
- Stay outside the house, even if you are invited in. It is a Scout rule.
- Put money and checks in your money envelope.
- Say “Thank you.”
- Avoid carrying large amounts of cash.
- Save your order form so you can go to the same people next year.

**My Sales Goal:**                    \$ \_\_\_\_\_

**My Unit Sales Goal:**        \$ \_\_\_\_\_

**Order Turn in Date:** \_\_\_\_\_



Sign up or log into your Trail's End online selling account by **September 30, 2015** for the chance to win a \$10 Amazon.com Gift Card.

500 winners

500 qualifying Scout winners will be chosen at random.



Amazon.com is not a sponsor of this promotion. Except as required by law, GCs cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.com or certain of its affiliated websites. For complete terms and conditions, see [www.amazon.com/gc-legal](http://www.amazon.com/gc-legal). GCs are issued by ACI Gift Cards, Inc., a Washington corporation. ©, ®, ™ Amazon.com Inc. and/or its affiliates, 2015.

## Online Selling

Reach faraway friends and family when you sell Trail's End online!

### Scouts

1. Sign in or create your account on **sell.trails-end.com**
2. Spread the Word to your customers through email, text, Facebook, and Twitter
3. View your online sales.

Online sales count toward Scout Rewards!

### Leaders: 2 Options for Viewing Online Sales

1. Sign in to your **Popcorn System** account (login information provided by your council)
2. Click on the Scouts menu
3. Click Download Online Sales Report
4. Select your district and unit

OR

1. Sign in or create your account on **sell.trails-end.com**
2. View your unit's online sales
3. View your online sales.

# FAMILY FACT SHEET

Reproduce this page for each Scout and Family Selling

**Scout's Name:** \_\_\_\_\_ **Den/Unit No:** \_\_\_\_\_

2015 Unit Sales Goal: \$ \_\_\_\_\_ (Write the goal on the Scout's sales form)

What are three things in your Scout's unit program that will be funded this year through the popcorn sale?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

Review Script with your Scout(s):

"Hi, my name is \_\_\_\_\_. I am from Cub Scout Pack / Boy Scout Troop / Venture Crew \_\_\_\_\_. We want to \_\_\_\_\_ (Activity). We are selling delicious popcorn so we can raise money for \_\_\_\_\_.

Will you help us? (Smile)"

**Important dates for your unit to remember! (Fill them in for your unit):**

TODAY Popcorn Sale Starts!

\_\_\_\_\_ Popcorn Sale Ends. Total your order by container and by dollars. Make a copy of your order forms and give it to your Popcorn Kernel.

\_\_\_\_\_ Tell your leader the dollar level you achieved and what prize you have earned.

\_\_\_\_\_ Pick up your popcorn at \_\_\_\_\_. Be sure to get one money envelope to collect and turn in money to your Popcorn Kernel. Customers make checks payable to Pack/Troop/Crew/Post # \_\_\_\_\_.

Deliver popcorn and collect money. Turn into leader by: \_\_\_\_\_.

Pay your leader for your popcorn order in full!

# DISTRIBUTION & PICK-UP INFORMATION



## SHOW & SELL DISTRIBUTION

**September 19, 2015**

7:00AM to 1:00PM

## SHOW & SELL RETURNS

**November 7, 2015**

7:00AM to 1:00PM

## TAKE ORDER SALE PICK-UP

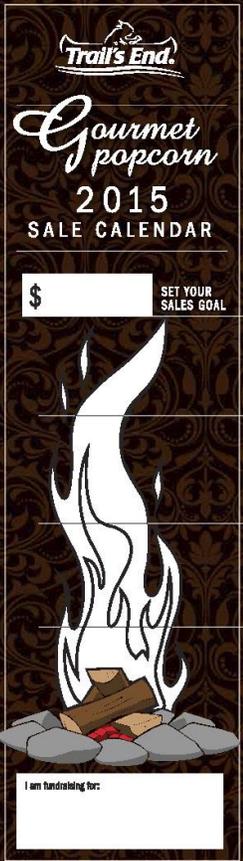
**November 21, 2015**

7:00AM to 1:00PM

On the Tuesday before each delivery day you will receive an email with your pickup location and appointment time. Please be prompt!

<b>Paul Arpin Van Lines</b> <b>99 James P. Murphy Highway</b> <b>East Greenwich, RI</b>	<b>(Location TBD)</b> <b>Swansea, MA</b>
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<b>Approximate Vehicle Loading Guidelines</b> <ul style="list-style-type: none"><li>• Mid-Size Car: 20 cases</li><li>• Mini-Van: 60 Cases</li><li>• Suburban/Explorer: 70 cases</li></ul>	<b>Other Tips</b> <ul style="list-style-type: none"><li>• Have your trunk cleaned out</li><li>• Remove seats if possible</li><li>• Have your “helpers” drive in a separate care</li><li>• Bring the right size vehicle for your order</li></ul>
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**Trail's End**  
*Gourmet popcorn*  
**2015**  
**SALE CALENDAR**

\$  SET YOUR SALES GOAL

100%  
75%  
50%  
25%

I am fundraising for:

AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1 Apply stickers to your sale Start Date, End Date and Sell Days. 2 Place calendar on your refrigerator or bulletin board. 3 Color in the flames as you reach your Sales Goal.

- ### Top Selling Tips
- 1 **ALWAYS** wear your uniform.
  - 2 **ALWAYS** smile and introduce yourself.
  - 3 **ALWAYS** ask your customers if they want to support Scouting.
  - 4 **KNOW** the popcorn flavors you are selling.
  - 5 **ALWAYS** say "Thank You!".
- 

- ### How To Sell Trail's End Gourmet Popcorn
- Take Order**  
Door-to-door selling with the take order form. Your customer chooses the product(s), and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later.

**Advantages:** Provides a personal connection with your customers. Higher dollars per customer than storefront sales.

**Selling at Work**  
Parent and/or guardian takes an order form to their work place. Their co-workers write their order on the order form. Your parent and/or guardian delivers product and collects the money a few weeks later.

**Advantages:** Expands your customer base, and offices often need snacks and gifts.
- Show and Deliver**  
Carry Trail's End products with you as you visit customers. The customer is able to purchase the products from you, and you collect the money right then and there.

**Advantages:** No return trip required for product delivery and money collection.

**Show and Sell**  
Your unit 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.

**Advantages:** Gives you access to a large number of potential customers and promotes the Boy Scouts of America in the community.
- Selling Online**  
You can send emails and text messages, as well as social media posts to your customers asking them to purchase Trail's End products online. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers.

**Advantages:** No product delivery or money collection. Ability to sell popcorn year-round and reach your friends and family who live far away.

**Corporate Sale**  
This method is a **best kept secret** of popcorn top sellers, because local businesses in your community are great places to find support. Visit local businesses during business hours, and ask them to make a supporting purchase.

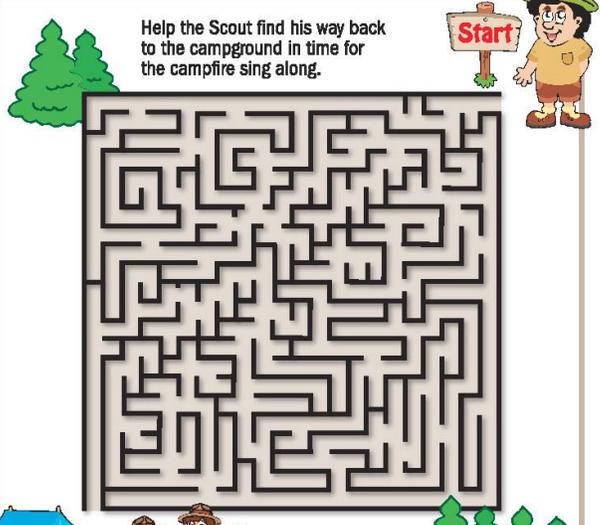
**Advantages:** Gives you access to a large number of potential customers, and it is easy to return year after year.

Tweet @trailsendsnacks a picture of you and your stickered calendar! #mypopcorncalendar

## Earn a Scholarship

### Sell \$2500

**6%** of your total sales each year is invested in your own scholarship account!

Help the Scout find his way back to the campground in time for the campfire sing along.





Boy Scouts of America  
Narragansett Council  
PO Box 14777, East Providence, RI 02914  
Phone: 401.351.8700  
Fax: 401.351.5515  
[www.narragansettbsa.org/popcorn](http://www.narragansettbsa.org/popcorn)  
[www.facebook.com/ncbsa](http://www.facebook.com/ncbsa)