

Distribution Information

Pickup Guidelines

- Bring enough vehicles to carry entire order in one trip.
- Bring order documents and verify your order as it's loaded.
- Bring someone to help you count your order as it's loaded.

Vehicle Guidelines (Approximations with seats removed)

- Mid-size car 20 cases
- Jeep/Explorer 40 cases
- Mini-van 60 cases
- Suburban 70 cases
- Pickup Truck 90 cases

Take Order Pickup

November 10-12, 2011

www.katahdinareabsa.org

Katahdin Area Council
Boy Scouts of America
90 Kelley Road
Orono, ME 04473
207-866-2241
800-353-5888

Serving the youth of Aroostook, Hancock, Penobscot, Piscataquis, Waldo, and Washington Counties

BUY POPCORN
SUPPORT YOUR LOCAL SCOUTS

Over **70%** goes to local SCOUTING

Trail's End®
HELP PUT THE MAGIC IN SCOUTING

ROYAL
Chocolatey
Triple Delight™

What's Inside:

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Welcome to the Popcorn Team!

The annual Katahdin Area Council Popcorn Sale supports the greatest youth program in the world, and you help make it happen! Inside this book, you will find the tools to successfully complete your task as a Unit Kernel - so keep it handy and let's go!

The Popcorn Partnership

The popcorn sale is a partnership between your unit and the Katahdin Area Council to ensure our Scouts have great programs! Simply put: POPCORN = PROGRAM.

Popcorn is a WIN-WIN-WIN! The sale supports all 3 levels of our Scouting program:

- Savings to Scout families.
- Money for Packs and Troops to carry out activities.
- Income to the Council to serve our Packs and Troops.

No other fundraiser supports the entire Council. When you sell popcorn, you're helping disadvantaged kids: attend camp, pay for needed camp maintenance and helping your Unit provide activities at a reduced cost to you and other Scout families.

The proceeds from the sale are divided as follows:

- 32% Unit Commissions
- 7% Prizes for Scouts
- 4% Printing, postage and promotions
- 29% Trails End (product and sale support)
- 28% Katahdin Area Council

* Any unit that was started after November 1, 2010 will be eligible for 35% commission on popcorn sales.

We know quality Scouting programs and activities don't just happen, it takes money and a great deal of planning by

SELL ONLINE

Reach your goal faster by selling popcorn online!

START SELLING ONLINE TODAY!

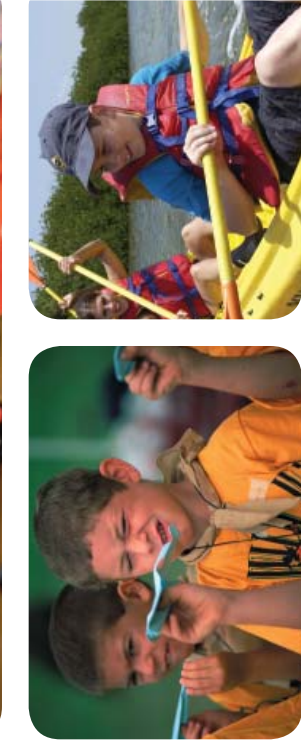
- Step 1: Go to scouts.trails-end.com to sign in or create an account.
- Step 2: Go to the **Send Emails** page to send emails to your customers. Don't forget to follow up!
- Step 3: Go to **Track My Online Sales** to see who has made a purchase.



Tools Available For Download at www.katahdinarebsa.org

- Sample youth sales script
- Editable Popcorn Kick-off Agenda
- How to Access the Trail's End Website pdf
- How to Order Popcorn & Prizes pdf
- Trail's End Scholarship forms

Thank you for your support of Scouting!



Trail's End National Promotions

\$1,500 Bonus Prizes

All Scouts who sell \$1,500 of popcorn or more, will qualify for a \$50 Wal-Mart® gift card. The prize form is available on either www.trails-end.com or www.katahdinareabsa.org websites.



\$2,500 College Scholarship Program Managed by Trail's End

All Scouts who sell \$2,500 of popcorn will receive a Trail's End Scholarship. 6% of sales will be added to the fund in the qualifying year. Scouts will earn 6% of any dollar amount sold each year after earning the scholarship. Participants will receive a statement each summer. The scholarship form is available on either www.trails-end.com or www.katahdinareabsa.org websites.



Popcorn Kernel (pòp · káwrn · kúrn 'l): one who ensures their unit popcorn sale meets with success.

By accepting the invitation to become Popcorn Kernel, you are leading your unit's team in raising the money necessary to have exceptional programs and activities. Your Scouts are counting on you!

Your primary responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents and Scouts, host a dynamic kick-off and help your youth achieve your unit's sales goal.

Popcorn Kernel Responsibilities

- Assist in setting a unit and per boy sales goal based on your Ideal Year of Scouting (your activities calendar).
- Register online at www.Trails-End.com as your unit's contact.
- Communicate the purpose for the sale and time line to your Scouts and parents.
- Kick-off your Popcorn sale with a BANG providing all members with take order forms.
- Order, arrange for pick-up and distribute your popcorn and prizes on time.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due Council on time.
- Become an expert in all things popcorn so you can be a resource to your Scouts, parents and leaders.
- Make popcorn sales FUN for your Scouts!

Popcorn Contacts & Support Team

District Name	Position	First	Last	Best Phone	Email
Washington	Popcorn Chair	Donna	Haire	598-5953	dmhaire@mvpairpoint.net
Washington	District Director	Tim	Archer	949-4961	tarchet@bsaemail.org
Waldo	Popcorn Chair	Julie	Aspina	568-3088	aspina11@uninets.net
Waldo	District Director	Tim	Archer	949-4961	tarchet@bsaemail.org
Hancock	Popcorn Chair	Vanessa	Young	460-0195	vayray77@yahoo.com
Hancock	District Director	Tim	Archer	949-4961	tarchet@bsaemail.org
Penobscot Valley	Popcorn Chair	John	Benge	299-5152	johnbengesr@hotmail.com
Penobscot Valley	Field Director	Chuck	Major	949-4960	cmajor@bsaemail.org
Penquis	Popcorn Chair	Kelley	Carter	852-0647	kcbncarter@gmail.com
Penquis	District Executive	Matt	Ghirarda	949-5256	mghirard@bsaemail.org
North Star	Popcorn Chair	Stacey	Skinner	455-8475	cskinner@juno.com
North Star	District Executive	Matt	Ghirarda	949-8475	mghirard@bsaemail.org
Council	Popcorn Support	Vicki	Mower	866-2241	vmower@bsaemail.org

Contact your District
Popcorn Kernel, District
Executive or Popcorn
Support Staff anytime you
have a question. We are here
to help you!



Popcorn Key Dates

July 30 Council Kick-off and Training

September 12
September 26
October 10
October 24

1st bi-Weekly Walmart Gift Card Drawing
2nd bi-Weekly Walmart Gift Card Drawing
3rd bi-Weekly Walmart Gift Card Drawing
4th bi-Weekly Walmart Gift Card Drawing

October 28
Take Orders & Prize Orders are due by 5:00pm.
All orders must be made online using the Trail's System.

November 10-12 Take Order Distribution

Locations (contact your district Popcorn Kernal for exact date and time):

- Aroostook (North) - Chamberlin Trucking - St. Agatha
- Aroostook (South) - SW Collins - Presque Isle
- Hancock - Darlings Auto - Ellsworth
- PV & Waldo - Pottles Transportation Warehouse - Bangor
- Penquis - Pottles Transportation or True Farms - Charleston
- Washington - RH Foster - Machias

December 2 Final Settlement to receive full commission

December 5 Commission drops to 25% at 5:00 pm if unit is not settled



iPad

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Join the \$600 Club!

Your sales will increase dramatically when you promote the "\$600 Club" program to your Scouts.

Every Scout who sells \$600 of popcorn earns the following:

1. A ZYCLONE
2. 2 tickets to a University of Maine basketball game
3. A \$600 Club Patch
4. A chance to win a \$25 Walmart Gift Card and
5. A CHANCE to win an iPad, Game System or \$500 Walmart Gift Card!



iPad



We are giving away SIX Walmart gift cards every two weeks! The grand prize drawing for the iPad, game system or \$500 gift card will be held on November 14, 2011. The sooner your Scouts join the "\$600 Club", the more chances they have to win.

How does it work? Once a Scout sells \$600 of popcorn, he is eligible to register. He can register by submitting a copy of his order form to the Council Office either by fax (207) 866-3283 or by email at katahdin.popcorn@gmail.com. Be sure the Scout includes his name, address, unit type and number, phone number and email address on each entry made. For every \$600 a Scout sells, he will receive an entry into the drawings.

Registration opens as soon as a Scout sells \$600. The Walmart Gift Card drawings start Monday, September 12th. Remember, each Scout can register each time they have sold \$600 (\$1,200, \$1,800, \$2,400, etc.). Once registered, the Scout will be in all subsequent drawings.

"Sell \$600" and WIN big!



Military Donations!

Sell \$100 in Military Donations and earn this commemorative patch!





Your Unit Kickoff

The objectives of your popcorn kick-off are simple:

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

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted through e-mail, e-mail groups and phone calls
- Review the presentation with your Unit Leader prior to the meeting. Plan who is to do what.
- Set up a game using your Zyclone, give all Scouts a chance to try it.
- Have popcorn, drinks, and music.
- Wear your popcorn corn head hat if you have one.
- Keep it short.



Popcorn Kick-off Agenda

1. Pre-Opening Zyclone Shoot Out
2. Grand Opening with music, cheers, and excitement.
3. Show Annual Program - a handout with a calendar works best
4. Review Goals and Explain Key Dates
5. Big Finish: Last year's top sellers throw pies in the face of their leaders!
Issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders like dates, family sales goals and prizes Scouts can win. Be sure to promote the "\$600 Club" program. Sample reminder pages can be found online at www.trails-end.com.



Commission

The 2011 Popcorn base commission is 32% if your unit is paid in full by Friday, December 2nd. Your unit has the opportunity to earn 35% commission if you sell \$800 more than you did in 2010. Commission drops to 25% after 5:00 p.m. on Monday, December 5th. Commission drops to 15% after 5:00 p.m. Monday, December 12.

Orders

The Council will place one order for product. The order deadline for Popcorn Distribution on November 10-12 (Take Order) is October 28th by 5:00pm. Orders for the Take Order can be cases or pieces. All orders will be made online using the Trail's End popcorn system.

Distribution

It is the responsibility of the unit to pick up the product on time. The distribution on November 10-12 will be held at locations across the council for all districts. Please see Popcorn Key Dates for locations.

**** Please contact your District Kernal for date and time of your popcorn distribution ****

Prize Policy

Popcorn prize selections are to be entered into the popcorn system by November 1st. Prize orders placed on time will be reviewed and released by the Council within one week. Trail's End ships Council approved orders within 48 hours. Unit prize orders will be shipped directly to the address you input into the Trail's End online order system. Delivery should take 10-14 days. Prizes are highlighted in the Youth Sales Guide.

Training

Train your team and increase your profits! The *Trail's End Popcorn Sale Training Kit* along with this leader's guide covers everything you need to know to have a successful sale. It is up to you to employ these resources. Additional support material and training videos can be found at www.trails-end.com.



How to Sell Popcorn

Your job as Popcorn Kernel is to reach your unit's sales goal. To get there, your team needs to employ all 3 sales methods. Create a plan and train your Scouts in all 3 methods. This will give you the best results.

Take Order: Door to Door in a Scout's community is still the BEST way to sell popcorn. It is the most effective method for generating sales.

Sell at Work: A great way for Mom and Dad to help their Scout. Have Mom and Dad take the order form to work.

Sell Online: Trails-end.com can help you reach friends and relatives that live a little further away. Be sure to tell your families about this method. It is the easiest method to employ since you don't have to handle the product!

We're Selling Character not just Popcorn

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting, not just selling popcorn. Anyone can buy popcorn for a fraction of our price, it's not a secret. The reason our sale is successful is that people want to support Scouting

Are you proud of the Scouting program you offer? Isn't it a value at any price?
Shift the focus of your sale from price to character.



Sales Techniques for Scouts

Don't miss the opportunity to use the popcorn sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting)
- Tell them what you are doing (money earned toward Scout activities, camp, high adventure trip, etc.)
- Tell them what they can do for you (buy popcorn)
- Close the sale, and thank them

For a script to hand out to your Scouts, visit www.katahdinareabsa.org and click on the Popcorn link.

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult
- Never enter anyone's home
- Never sell after dark, unless with an adult
- Don't carry large amounts of cash
- Always walk on the sidewalk and driveway
- Be careful of dogs while selling
- Say thank you whether or not the prospect buys popcorn.

Start off with a Bang: The Blitz Day

What is a blitz day? It's when your Scouts sell in teams and blitz different neighborhoods - all in one day. This will get all your Scouts off to a great start on achieving their sales goals. Organize a blitz day for your Scouts.