

Voyageurs Area Council

KICK-OFF TRAINING



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2019 SALES REVIEW

VAC was #2 Trails-End council in the nation (like-sized councils)

Square Reader

Popcorn Pick>Returns Process

Based on Trails-End Research:

Over 85% of customers who had the opportunity to purchase did so.

Less time spent on sale



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YOUR CONTACTS FOR QUESTIONS

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Arrowhead District Kernel – Jessica McCaffery
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Boundary Waters District Kernel – Tom Meyer
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Glacial Trails District Kernel – Tom Meyer
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Northern Lakes District Kernel – Robin Schipper
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MOTIVATE YOUR SCOUTS

Blitz Weekends

There will be two Council-wide Blitz Weekends this year

- September 27 - 29
- October 18 - 20

Submit pictures of scouts participating and be entered into a drawing for an Ice Cream Party!



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Power Up your sale with the BEST Popcorn Kickoff!

The kickoff is one of the most important factors
of a good sale

Conduct a **15-minute, fun-filled** Popcorn Kickoff:

Make it FUN and FESTIVE!

Show parents what's in it for them

Have giveaways and prizes

Show them the prizes they can earn using sample prize kits.

Prepare your Scouts

Have role plays and practice the sales script

Help your Scouts gain the confidence to sell



2019 TECHNOLOGY



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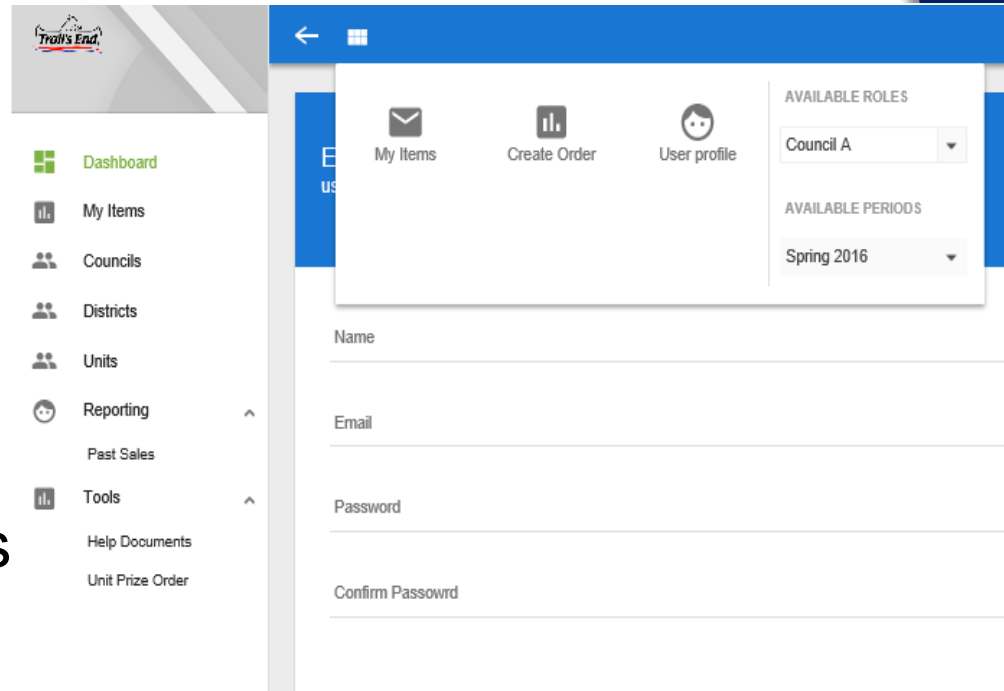
Popcorn Selling System

Easier For Units

Single Sign On with
Online
Selling System
Inventory Management
Mobile Enabled
Less Paper Order Forms

Training available at:

www.vac-bsa.org/popcorn



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e-Commerce System

Personalized Scout Story

Simple to Setup Without Help

Goal Based & Real Time

Digital and Social Components Drive Virality

- White Pretzels - discontinued

The screenshot displays the Trail's End website interface. At the top, the logo is on the left, and navigation links for 'Find a Scout', 'Support Your Community', 'Support Military', 'REGISTER', and 'SIGN IN' are on the right. Below the navigation, a personalized section for 'John T.' features a photo of a Scout, a 'SUPPORT' button, and a progress bar indicating 'John is 70% of his goal.' A 'Buy Products' button is positioned below the progress bar. The 'My Products' section lists three items: 'Butter Light Microwave Popcorn' priced at \$25.00, each with a 'SUPPORT' button. A 'See More Products' button is located at the bottom of the product list.



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Product Lineup

Ready-to-Eat



Premium Caramel Corn
with Almonds, Cashews
& Pecans - \$20



Carmel Corn with Sea
Salt \$25



Chocolatey Caramel Crunch
\$25



White Cheddar Cheese
\$20



Classic Caramel Corn
\$10



Popping Corn
\$10



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Product Lineup

Microwave



Microwave Kettle Corn
\$25



Microwave Unbelievable
\$20



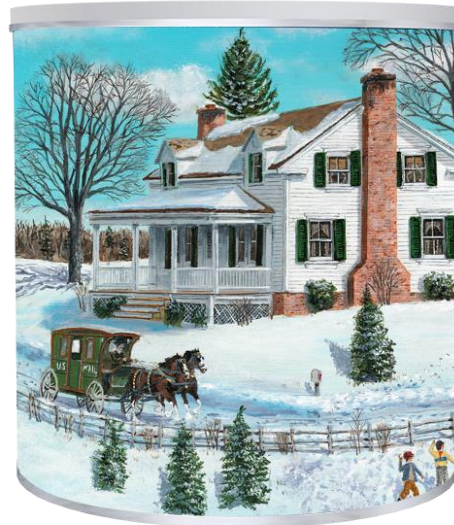
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Product Lineup

Collections



Cheese Lover's Collection
Box - \$30



Chocolate Lover's Collection
Box - \$60



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SETTING A TARGET

Only **42%** of parents say their Scout set a sales target.

Scouts who set a goal average **\$629** in sales.

Scouts with no target average **\$230** in sales.



What's Next?

Plan program and **Set Goals** – **Schedule** and promote kick-off

Place your **show and deliver order** before August 28th at noon.

Plan and conduct the best **Popcorn Kickoff** ever!

Motivate your Scouts with INCENTIVES!

Consistently **Communicate** with Scouts and parents throughout the sale

Use the best methods to **Sell**, achieve your goal and **Celebrate**!



Trails End Scholarship

Scouts who sell at least **\$2500** (online, face-to-face, or combination) in any calendar year will have **6%** of their Qualified Product Sales count towards their own Trail's End Scholarship. Once enrolled, 6% of their sales each year will go towards the scholarship. Reopening of sales is not automatic, and forms must be submitted to Trail's End each year following the guidelines below. Scouts only have to hit the \$2,500 minimum one time, and don't forget **online sales count too!**

Bonus: Every year, the Top 5 Scouts in each region (Northeast, South, Central and West) will receive an additional 6% of their Qualified Product Sales credited towards their scholarship, up to the \$1,000 annual maximum.



How Do Scouts Enroll & Report Sales

Scouts who sell \$2500 or more in a calendar year must submit a completed scholarship enrollment form and proof of sales to the council service center in Hermantown.

Once enrolled, they must report their total sales each year to Trail's End using the same form and method above.

Trail's End does not accept faxes, zipped files or email over 10MB.

Statement notifications will be emailed to each Scout annually, but can also be viewed anytime online at <https://scholarship.trails-end.com>



Key Dates

Aug. 28	Show & Sell Orders Due
Sept. 9 -11	Show & Sell Distribution to Units
Sept. 27 – 29	Blitz Weekend
Oct. 18 - 19	Blitz Weekend
Nov 2	Super Scouting Saturday – All Show & Sell Returns of Product Due to Council
Nov. 6	Take Order Due at noon
Nov. 18 - 20	Final/ Take Order Sale Distribution to Units & Payment Due when Picking Popcorn Up



QUESTIONS??



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