



BOY SCOUTS OF AMERICA
VOYAGEURS AREA COUNCIL



2018 POPCORN SALE GUIDEBOOK

Thank you for participating in the 2018 Voyageurs Area Council Popcorn Sale! **Congratulations** on making the choice to have the community help fund **YOUR** Scouting program and support great camps, programs, activities, and training. Packs, troops and crews that conduct successful popcorn sales are better prepared to provide great Scouting programs for their youth.

PLAN YOUR “IDEAL YEAR OF SCOUTING” AND LET POPCORN SALES PAY FOR IT! Popcorn funds can pay for: registration fees, *Boys’ Life Magazine* subscriptions, uniforms, field trips, activities, awards, camps, and high adventure experiences with little or no out-of-pocket expenses for families. **Help all of your families save their money by having 100% of your Scouts participate!**

2018 PRODUCT MIX

\$35 - Cheese Lover's Collection

- White Cheddar Cheese
- Yellow Cheddar Cheese
- Jalapeno Cheddar Cheese



\$25 - Chocolatey Caramel Crunch

\$25 - White Chocolatey Pretzels

\$25 - Salted Caramel Popcorn

\$25 - Kettle Corn-18 pack

\$20 - Premium Caramel Corn w/ Nuts



\$20 - Unbelievable Butter-18 pack

\$15 - White Cheddar Cheese Corn

\$10 - Classic Caramel Corn

\$10 - Popping Corn



Military Donations: (popcorn of this value will be delivered to the military.)

\$50 - Gold Level Military Donation

\$30 - Silver Level Military Donation



KERNEL'S RESPONSIBILITIES

1. Attend the Council Popcorn Kick-off
 - a. Get trained on how to organize your campaign, place your popcorn and prize orders, conduct a popcorn kick-off, sales techniques, best practices, etc.
 - b. Council Popcorn Kick-offs happens on various dates across the council.
2. Attend your committee meeting to:
 - a. Set a sales goal that strives to meet or exceed your program budget for the year.
 - b. Involve parents and den leaders to help each Scout set a personal goal (that corresponds to your goal).
 - c. Promote participation in the sale.
 - d. Plan a Kick-off meeting in September.
 - e. Plan a Blitz event in late September or early October.
 - f. Promote participation of "Fill it up" incentives.
 - g. Make a "Fill it up first" challenge.
3. Tabulate your order and submit to the Council Service Center at (www.trails-end.com).
 - a. **Show & Sell orders are due September 7.**
 - b. **Take-Orders are due online by November 9.**
4. **Orders for Scouts prizes should be submitted online by November 13.**
5. Coordinate pick-up of Popcorn from Wherley Moving Systems, 4845 Miller Trunk Hwy., (Hwy. 53) Duluth.
 - a. Show & Sell pick-ups available **September 20-22** by location schedule.
 - b. Take-Order pick-ups are available **November 16-18.**
 - c. Remind youth and parents to pick up their popcorn orders at your designated distribution site.
 - d. Council and District Distribution sites will be on the Council website and communicated to kernels and unit leaders via email. Note: Unit distribution to parents and Scouts will not be on the Council website.
 - e. Home delivery of \$10,000+ retail orders can be scheduled through (melody.skoglund@scouting.org).
6. **Show & Sell popcorn payments are due on or before November 3.**
7. **FINAL PAYMENT is due December 3.**
 - a. Checks made payable to VAC or BSA.
8. Recognize the Scouts with prizes and awards.
9. Recognize and thank ALL who helped in the sale, including the store front locations.
10. Promote and participate with your Scouts in the Voyageurs Area Council Popcorn Party.

KERNEL TIPS



1. **Have a GREAT KICK-OFF!!!!**
2. Make the sale **FUN** for Scouts and Families!
3. Take advantage of **SQUARE** and never lose out on a payment. Contact the Council office at 218-729-5811 ext. 4 for instructions and access to a reader.
4. Tell parents 5 things that **last year's popcorn** sale helped finance. Some examples might be: **Blue & Gold Banquet, awards, camping, new equipment, a special trip, or a uniform.**
5. Have each Scout set a personal goal. Children learn a lot by goal setting and following through. Call each Scout partway through the sale and see if he or she is on track for their goal. Give encouragement and praise for work and remind them it's all about having fun and doing your personal best.
6. Discuss the benefits of selling, including experience for your Scouts in: Goal Setting, Communication, Planning, Organization, Responsibility, Teamwork, Social Skills, and Finance.
7. Role play by having the Scouts practice a sample script to use when going door to door. "Hi, my name is John Smith, and I am with Pack 123. I am selling popcorn to go to camp next year. Can you please help send me to camp?" Make sure the Scout says **THANK YOU**, even if a customer does not order.
8. Go through safety rules.
 - a. **NEVER** sell **ALONE**. Have another Scout or adult with them.
 - b. Do not carry large amounts of money.
 - c. Walk on the sidewalks or footpaths.
9. Have the Scout be prepared when they go out to sell. They should remember to **bring a money envelope, two pens, a clipboard, their popcorn order form, and ALWAYS wear their UNIFORM.**
10. List key dates for the popcorn sale: order turn in, popcorn pickup and location, and money turn in. Make sure that you select your due dates carefully to give yourself enough time to compile orders by the date your order is due.
11. Send parents reminder emails so they don't forget when orders, prize selection, and money are due.
12. Use online tools for leaders and Scouts at (**www.trails-end.com**).

POPCORN KICKOFF!!!!

A big part of the kernel's job is to plan and execute the kickoff. This is an important event because it sets the tone for the unit's entire sale! Leaders should make a special effort to get every Scout involved in the sale, and to have a fun kickoff is a key step in that direction. Make sure to create an invitation and get every Scout and their family to the kickoff.

This event is also an opportunity to get Scout families involved. If you need parents and guardians to help with something, go to your kickoff prepared to sign them up with dates, times, and locations.

Some things to include in the kickoff:

- Opening- Do something unexpected or funny that will get everyone excited about selling.
- Do the "Why Sell Popcorn" speech. This is an opportunity **to inform parents of the budget, program costs, how to avoid out of pocket expenses, and introduce a plan.**
- Talk about this year's products.
- Explain Show & Sell and Take Order methods. Demonstrate how to sell, and use HUMOR when describing how not to sell.
- **Review Safety Rules & Buddy System.**
- Make a one page summary sheet of all the details for your unit's sale listed for easy reference. **Include the date that orders are due to the unit kernel and the kernel's contact info.**
- Talk to families about **SQUARE** reader and how **ACCEPTING CREDIT CARDS** will improve sales.
- Sign up families for shift coverage for unit **SHOW & SELL** events.
- Review, announce special prizes and incentives, and distribute materials.
- **HAVE FUN!!!**



TRAILS END SYSTEM INFORMATION

Each Unit participating in the Fall 2018 Popcorn Sale will receive from trails-end system a username and password to be used at the Trail's End site: **scouting.trails-end.com**. The kernel can then add additional users, place the orders for popcorn and prizes, and print off invoices and other reports.

To Set Up Your Unit Account at Trails End

1. Log into Trails End website (scouting.trails-end.com) using **USERNAME and PASSWORD, which will come via email** on or after kickoff/training.
2. **Change Username and Password to your own.** You must be able to send and receive messages from the email account given.
3. **Confirmation code will be sent to the email** you provided for one time validation.
4. You are responsible for your own account, so it's important that **only you use this email.**

Log into Your Account at Trails End

1. Go to trails end website at **scouting.trails-end.com**
2. **Login with username and password** you set up. First time users use instructions above.

Home Page

You will be taken to the home page upon log in. The homepage will provide quick access to order popcorn, online sales orders, ordering prizes and other special features.

Ordering Popcorn

1. Click on the tab "Orders"
2. Click on the link for the time frame you are ordering: **SHOW N SELL 2018 (DUE Sept. 7 by 10:59 pm). TAKE ORDER 2018 (DUE Nov. 9).**
3. **Fill in quantity needed** on the multi-colored form.
4. **Double check total, which includes any Scout orders already in the system.**
5. Click on "Save **Changes**", and when ready, click "**Submit to Council**".

Ordering Prizes

1. Click on the tab “**Orders**”.
2. **Click link for prize order**. You will go to the national supply prize order website.
3. **Fill in quantities of each prizes/patch** the Scouts have earned.
4. **Double check total quantities** to ensure that they match up with the amount of popcorn sold.
5. When ready, click on “**Submit to Council**”.



Reports

Click on the “reports” tab to run any reports needed for your unit, including: Mailing labels, Username/Password and Instructions, Unit Packing Slip, and Invoice.

VOYAGEURS AREA COUNCIL

RETURN POLICY & PROCEDURES

All returns must follow VAC policies and be made within the dates set by the VAC.

The Voyageurs Area Council **return date is Saturday, November 3, 2018. ANY SPECIAL CIRCUMSTANCES MUST BE COMMUNICATED TO THE COUNCIL BY THIS DATE AND BE APPROVED BY THE SCOUT EXECUTIVE.** No quantities over 20% of your original pick up order will be accepted. Your District Kernel or District Executive may be able to help you if you end up with excess product. Please contact them or the Council office well in advance if you foresee a problem.

COUNCIL POLICY ON RETURNS:

- **Returned containers cannot be defaced** in any way (e.g. written on, labeled, stickers, etc.).
- Re-gluing or taping return cases is not acceptable and may be cause for refusal.
- Please remember the Scout Oath and Law.
- **All product returns need an appointment.** Council staff will write up your return and sign, giving the unit a copy.
- **ALL EXCESS POPCORN NEEDS TO BE RETURNED BY NOVEMBER 3, 2018 or you may be financially responsible for it.**

POPCORN SETTLEMENT PROCEDURES

Confirm that your unit signor takes the time at pick-up to check the packing slips. Your driver handles checking your order. **Adjustments may not be made after your unit leaves the warehouse.** If your driver is unsure, they can stop the loading process and recount.

Read and understand the Trail's End invoice completely, look at every line item. All Invoice adjustments including extra pickups and transfers will be entered in the Trail's End system by November 3, 2018 for the Show & Sell Sale and by November 9, 2018 for the Take Order Sale. Pull your invoice offline and check to confirm that all of your orders/returns are correct. **Call the council service center at 218-729-5811 immediately if you find a discrepancy.** Note any discrepancies on the hard copy with any possible backup and bring with you when you make your final pickup.

Pay for Show & Sell order at Super Scouting Saturday on November 3, 2018 using a check written to Voyageurs Area Council. Mail or carry your payment directly to Voyageurs Area Council, please mail it early enough to make sure it reaches the council Service Center before the final due date.