



You Are the New Popcorn Kernel!



From his first den meeting, to his first camp out, to Arrow of Light, to Philmont, to Eagle
POPCORN HELPS MAKE IT POSSIBLE!!



Key Popcorn Contacts

Joe Flaim
Council Popcorn Kernel
717-768-0961
Joeflapsu90@yahoo.com

Roger Harvey
Conestoga River Kernel
717-468-5438
Rharvey1300@yahoo.com

Tom Carr
Horse-Shoe Trail Kernel
717-431-4081
Thomas.carr@yahoo.com

Chris Styers
Harvest Kernel
717-394-4063
cstyers@bsamail.org

WELCOME AND THANK YOU!

You may have sold popcorn before or you may not have. You may have volunteered for this position or you may have been asked. You may be excited about what we are about to do or you may be nervous about the job in front of you. Regardless of what your situation may be, we want to say **WELCOME** to the team and **THANK YOU** for what you are about to do!

The Pennsylvania Dutch Council, BSA serves over 5,000 Scouting families in the course of a year and we want every Scout and his family to receive all of the great benefits Scouting has to offer. The PA Dutch Council provides fantastic camping facilities at J.E. Mack Scout Reservation and Bashore Scout Reservation. Our units across Lancaster and Lebanon Counties take advantage of these opportunities and so many more in our local communities and outside our area. These outdoor experiences provide chances for our Scouts to learn new life skills, earn advancements, spend quality time with their families, and have **FUN!**

Annually, the PA Dutch Council works with our local units to help units raise money to make all of these things possible.

POPCORN HELPS MAKE SCOUTING POSSIBLE. We want unit leaders to be able to focus on their weekly meetings, activities, and working with the Scouts. Done well, popcorn can be the unit's only fundraiser for the year! Monthly fundraisers take a lot of work, coordination, and can put financial burdens on the unit. Popcorn is a safe and great way to make sure your unit has the funding it needs to be successful throughout the year.

Your role in this process is a very important one, but you are not alone. We have a fantastic team of volunteers and staff who will be working with you every step of the way. This short packet is meant to help you navigate your first popcorn sale and to help you make it as successful as possible. If at any time during the sale you need help, feel frustrated or stuck, please, don't hesitate to contact one of us!

Thank you for joining the team!

The 2013 Popcorn Kernel Team

Margie Ferguson
Council Popcorn Support
717-394-4063
Margie.ferguson@scouting.org

Chris Styers
Council Popcorn Advisor
717-394-4063
cstyers@bsamail.org

Getting Started

What is a Popcorn Kernel?

The Unit Popcorn Kernel is the person who coordinates a unit's fall popcorn sale. Being a good popcorn kernel simply means being organized with lots of energy. It also means being creative and helping everyone with selling popcorn. The responsibilities of the Popcorn Kernel include:

- Work with your unit committee to develop a unit sales goal. Divide your sales goal into a 'per boy' goal. You can also work with the committee to develop a unit incentive plan for your Scouts as well as a sales goal for them.
- Make sure your Unit Commitment Form is returned to the Pennsylvania Dutch Council
- Attend the Council Popcorn Kick-off August 7th at Penn Cinema
- Hold a unit kickoff meeting near the date the popcorn sale begins.
- Coordinate the sale, including show and sell locations and times. Order your product online and schedule someone to do your unit pickup. You do NOT have to be the person doing each pickup, DELEGATE.
- Decide due date for your unit to get Take Order forms, money and prize forms back to you. Be sure to give yourself time enough to get your Scout's orders compiled so that you can place your order online and on time.
- Remind Scouts of money due date for your unit. Be sure checks are payable to your UNIT, NOT TO COUNCIL. Collect and tally money by unit due date. If you collect the money for the product at the time of the sale, it will cut your steps from SELL-DELIVER-COLLECT to SELL- DELIVER. Issue one check payable to "Pennsylvania Dutch Council" for the "Total Amount Due Council" posted on your invoice.
- Review the orders and summarize the prizes each Scout is eligible for. Place your product order and prize order online before the deadline. Do NOT wait for the last minute. Give yourself time just in case there are problems. (Your district kernel or executive can help!)
- Schedule someone in your unit to pick up on designated date and time. Be SURE to have enough vehicle space to accommodate your order. Driver will be expected to verify counts and sign unit order acknowledging receipt. Once order is signed your unit is responsible for payment.

Contacts and Information

You are the new Popcorn Kernel and this may sound like a lot to do, but there is a great support structure in place to help. If you have questions the first person to talk to may be last year's Popcorn Kernel. He/she will be familiar with what the unit did last year and what worked or what did not work.

For specific questions about this year's sale, you can contact your **District Popcorn Kernel**. The District Popcorn Kernel is an experienced popcorn volunteer who coordinates with all of the

units selling popcorn in your district. Their contact information is listed on the front of this packet.

If you need immediate help and cannot get a hold of your District Popcorn Kernel or, if you are having a technical issue with the popcorn system or need additional popcorn, you can contact Margie Ferguson or Chris Styers at the Council Office.

How does the Popcorn Sale Work?

The 2013 Popcorn sale has five options in which units can participate:

1. Show and Sell
2. Show and Deliver
3. Take Order
4. Combined Show and Sell and Take Order sale
5. Online Sales

Your unit can use any of these methods of selling but the units who have used the combined sale have experienced the best results.



Show and Sell

Show and Sell is designed for units to set up at locations such as grocery stores, local events, Wal-Mart, etc... where they can display and sell actual product. You will need to estimate how much product you would like, lower dollar items such as the small Carmel Corn sell the best, but this may vary according to your location. Show and Sell successes are determined by location and the youth sharing with people what the money is being raised for. **Units must order full cases for the Show and Sell** and any leftover product (individual containers or cases) can be used in your Take Order sale or returned for credit (see the Popcorn Sale Calendar for due dates).

Show and Deliver: *“The Family Preferred Method of Selling”* This is similar to a Show and Sell except a unit might pick a neighborhood and go door to door with the product. This way a customer can receive and pay for the product on the spot. You will need to organize this a little different than a Show and Sell so that someone has a supply of the product to follow the boys around with.

“A Scout can sell 5 X as much product vs. Show and Sell”

Take Order

The Take Order Sale may begin as soon as a unit receives its packet of materials. The youth go door-to-door selling to friends, family, and neighbors. **If your unit sets a goal for each youth to sell a minimum amount of popcorn the return on your sale will improve.** You will also need to set a deadline within your unit for the youth to turn in their orders. Orders for the Take Order sale can be made in container count and not just by case.

Combined Show and Sell/Deliver and Take Order

The combined sale is the most effective method of selling, allowing units to display and sell popcorn at a store front as well as each individual youth taking orders from neighbors, friends, and family. When ordering popcorn for the combined sale, the Show and Sell/Deliver order is by full case only and any leftover product should be used to fill your Take Order sale needs or returned for credit. You can place the second order (Take Order Sale) by containers.

Online Sales

Scouts contact friends and family members in person or via e-mail, phone, person contact, etc. Consumer logs onto www.trails-end.com and orders product, pays by credit card, and has product delivered to their home.

**Advantage: Allows Scouts to sell to friends and family members who live out of state.
Also allows for repeat purchases year round.**

Steps for a Successful Sale

- Step 1. Set a sales goal for your Unit and for each Den or Patrol.**
 - a. Most important step a Unit can do. Base this goal on your actual budget needs.
- Step 2. Communicate the Unit's plan to Assistant leaders and committee members and together, determine a sales goal for each Scout based on the Unit's goal.**
- Step 3. Conduct a "Fun-Filled" Kick-off event for Scouts and their parents.**
 - a. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
 - b. Provide a letter to parents that clearly spells out:
 - i. The purpose of the sale.
 - ii. How the money raised will be used.
 - iii. What the "per-Scout goal" is. *(They will be much more interested when they know this information.)*
 - c. Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want.
- Step 4. Encourage ALL your Scouts to go out and sell! 67% of people will buy when asked, and less than 30% of the public is approached!**
 - a. Sell to friends, family members, neighbors, etc.
 - b. Take "Take Order form" to work.
 - c. Set up an organized "Blitz Day" at the beginning of the sale to help give your Scouts a good start to their sale.
- Step 5. Have a victory celebration!**
 - a. At the first Pack Meeting after the sale ends, give out prizes, additional incentives, trophy to top-seller(s) – and remind everyone how the money raised will help Scouts and Parents fund their year in Scouting.

Steps for a Successful Unit Kick-off

- Provide plenty of popcorn and snacks and make it exciting for your sales team-The Scouts.
- Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one fundraiser: the Trail's End Popcorn Sale.
- Determine how much popcorn you will need to sell to reach your goal:
 - Budget goal / commission rate = Sales goal.
 - Communicate the Unit's sales goal and each Scout's Popcorn sales goal. Have the boys write their goals on the Take Order Forms.
- Show the Scouts what prizes they can earn by hitting their sales goal.
 - Have a prize for the top seller in the Unit and/or each Den/Patrol (Ticket to local amusement park, a video game, gift cards, etc.)
 - Review the Prize and Scholarship Program and all of the Council Level Incentives (\$800 Club, \$1,000 Club, \$1,500 Club, \$2,000 Club, and Free weeks at camp)
 - Review the Pennsylvania Dutch Council Fill-a-Sheet Incentive
- Role-play with the Scouts on how to sell.
- Review the safety and selling tips.
- Review sales materials and key dates.
- Do a skit or fun activity to get the boys trained and excited about the sale, and to teach them about safety when selling.

During the gathering period, have a popcorn display and samples. Use the pictures taken at camp to create a collage of activities the unit participated in last year and what you want to do this year. Have a poster with the Scout's names and a place for them to write in their popcorn goals.

Sample Kick-off Agenda

I. Opening

- a. Pledge of Allegiance
- b. Welcome parents and introduce committee members

TAKE SCOUTS TO A DIFFERENT AREA FOR ACTIVITIES

II. Parent Meeting

- a. Key Ingredients to Our Successful Scouting Year
- b. Planning the entire year – focus on program in a Scouting activity
- c. Developing a budget to fund the program
- d. Setting goals for the unit and Scouts
- e. Communicating the plan and budget
- f. Participating in one fundraiser to meet the needs of the budget
- g. Building excitement for the program

III. Annual Program

- a. Go over activities unit will be participating in throughout the year
- b. Discuss the cost for activities
- c. Communicate to the parents how much it will cost each Scout to receive a full scouting program.

IV. Financing our plan

- a. One Fundraiser!
- b. Using the budget to set goals

V. Parental Support

- a. Explain the different committees
- b. Each parent has a role in the unit

VI. Describe the popcorn program, Why a sale?

- a. Scout level: Build leadership and earn advancements
- b. Unit level: Fund the unit programs
- c. Council level: improve camping facilities and programs
- d. Prize program: Gift Cards and special rewards
- e. Emphasize 100% participation from all Scouts

SCOUTS RETURN

VII. Discuss safety concerns

- a. Train on sales techniques for Show and Sell, Show and Deliver, and Take Order
- b. Instruct Scouts to wear uniforms
- c. Question and answer period

VIII. Go over courtesy points

- a. Say thanks!
- b. Count change in front of the customer
- c. Make checks payable to unit
- d. Do not leave popcorn unattended
- e. Discuss details (dates, locations, etc.)

IX. Review Scout Goals and Incentives

- a. Show the goal in terms of customers or containers
- b. Explain your unit incentives for the dens or patrols
- c. Explain the Fill-A-Sheet contests and hand out the "Sample Order Form"
- d. Review the prize information
- e. Distribute Order Forms and Sales Brochures

Popcorn Benefits more than Scouting

If a Scout sells more than \$2,500 worth of popcorn in a single year he is entered into a College Scholarship Program. Every year after he qualifies, Trail's End will put 6% of his total sales into a College Scholarship Program for the Scout to use after he graduates High School.



Online Information

Each unit will receive a username and password for the Trail's End site: www.trails-end.com. The unit can add additional users, place the orders for popcorn, and print invoices and other reports.

To Set Up Your Unit Account at Trails End

1. Go to the Trails End web site at www.trails-end.com
2. Click on the tab for "Leaders."
3. Click on the link for "Popcorn System."
4. Log in with your username and password. Users will need to re-set their username to a valid e-mail address and change their password. (AOL users or users with filters may have to turn off their junk mail filter or look in their junk email to conduct this first use.)

Ordering Popcorn for your unit

1. Click on the tab "Orders."
2. Click on the link for the time frame you are ordering:
 - a. Unit Order for 9/13 (delivery to warehouse) (Orders due 8/30/13) **Show and Sell / Show and Deliver.**
 - b. Unit Order for 11/15 (delivery to warehouse) (Orders due 10/30/11) **Take Order Sale.**
3. At order screen, you will see any orders from Scouts who ordered on line (if applicable).
4. Fill in your quantity needed in the multi-colored column.
 - a. Show and Sell—full case only
 - b. Take Order—cases and containers
5. System will total your order, plus any Scout orders to display your total order (The system automatically adds in orders placed for individual Scouts. **Please, make sure your final order matches your records.**)
6. Click on "Save Changes."
7. **When ready, click on "Submit to Council."**

Approving Scout Submitted Orders (Optional - for units that have entered Scout names individually)*

1. Click on the tab "Scouts."
2. Go to "Scout Orders."
3. Click on the order form tab next to each Scout's name and view and approve each order. Units will not be able to submit the total order if there are unapproved Scout orders.

*For more information about having Scouts place individual orders, please review the information in your "2013 Unit Popcorn Sale Guidebook."



What do we mean when we say 70% goes to local Scouting?

An average of 70% of every dollar spent on popcorn is split between the Scouting Unit and the Pennsylvania Dutch Council. Unit dollars pay for advancements, activities, gear, and make the week-to-week Scouting program possible. Council dollars help to maintain our camps, support district events, and provide support to our Scout leaders and families!

Ordering Prizes for your unit

Creating Your Profile

- Step 1. Open your internet browser and go to www.boyscouts-gcc.com.
- Step 2. In the left area of the screen, click “log-in” and enter the information requested. Items *asterisked are required. FIRST; you must “create a profile” and login before any order may be entered.
- Step 3. Enter Council ID: 524PDC, then click enter
- Step 4. Then fill in the following information:
 - a. E-Mail address, Password, Name, Address, and Telephone number.
 - b. Select your District name in the drop-down menu.
 - c. Select your Unit Type in the drop-down menu.
 - d. Type your Unit Number.
 - e. Click REGISTER.

Logging into the site

- Step 1. Click 'login' on your Welcome screen.
- Step 2. Type your Email Address and Password, and click 'Login'.

Placing an order

- Step 1. Click 'Quick Order' in the menu on the left of your screen. Verify that the information on the screen is correct – such as Unit Type, Number and District. If not, click Edit this Information.
- Step 2. On the lower portion of the form, enter:
 - a. Total Dollars Sold
 - b. Number of Scouts Selling
 - c. Then enter the quantities for each prize required. After all prizes needed have been entered, click “Next” at the bottom of the screen.
 - d. Verify that the shipping information is correct. NOTE: We are Unable to ship to a P.O. BOX.
 - e. Click “Submit Order” when you are finished.
- Step 3. The following information relative to the order will appear on your screen
 - a. Your Order Number beginning with FEFL13
 - b. A short cut link to initiate a new order for a new Unit
 - c. A short cut link to view your order in a printer friendly format.
- Step 4. Upon successful completion; you will receive e-mail verification, unless your Internet Service Provider has our system blocked. Please keep your order number for future reference.
- Step 5. If you need assistance with this process, please contact BSA Customer Service via e-mail BSACustomerService@gcc-usa.com , call BSA Customer Service @ 888-351-8000, or call your Council office.

Sale Commissions and Bonus Commissions

For every popcorn item sold units receive a base 32% Commission. There are opportunities for units to raise that to 36%. Check out the information in your popcorn packet to see how your unit can qualify!



Editing Existing Order

Units will not be able to initiate a second order for a unit unless the previous order has been authorized for shipment by the Council Office. Should your Unit have the need to change your order, please follow the instructions below.

- Step 1. Complete Log In and Password Screen
- Step 2. Click on "Quick Order". Enter Information for your Unit/Number/District/Popcorn Sales Click "Next"
- Step 3. If there is an order for Unit/District/Council, you will see a message: "There is already an order for this Unit/District/Council. To edit this order, click "here". Click on "here"
- Step 4. Change quantities of prizes needed. Click "Submit Changes"
- Step 5. Please wait one moment while page refreshes.
- Step 6. If you need assistance with this process, please contact BSA Customer Service via e-mail BSACustomerService@gcc-usa.com , call BSA Customer Service at 888-351-8000, or call your Council office.

Frequently Asked Questions

Do I have to use the password my unit used last year?

No. In the Trail's End computer system, there are many years worth of user accounts. Many of these people may no longer be involved in the sale. Trail's End requires you to enter a new password each year to certify that you are the proper current administrator of the unit's information. This is done the first time you log in for the year. You will then be able to see all of the users still listed for your unit. **Please delete users who are no longer active in your unit.**

I have a problem with my Prize Order. Who do I call for help?

If you need assistance with this process, please contact BSA Customer Service via e-mail BSACustomerService@gcc-usa.com or call BSA Customer Service at 888-351-8000. They are very good about replacing damaged prizes, tracking lost orders, and just being helpful in general. If you do not hear back from either contact, please contact Margie or Chris at the Pennsylvania Dutch Council Office.

I have a problem with my bill. Who do I call?

Call the Pennsylvania Dutch Council Office at 717-394-4063 between 9:00 AM and 4:30 PM, Monday through Friday.

Can I order individual boxes or tins?

Your customers can order individual boxes or tins from you. For the Show and Sell and Show and Deliver part of the sale, all orders must be in whole cases. For the Take Order Sale you may order individual containers. **There will be no product returns after October 28th.**

I ordered too much popcorn for my Show & Sell. Can I return the extras to the council for a refund?

Yes. You may return popcorn on Monday, October 28th, 2013. After 10/28 we cannot accept anymore product. Please plan accordingly. During the sale, if you know that you will have extra

popcorn, let your district kernel know. Other units in your neighborhood are often looking for extra popcorn and they may be able to take some off your hands. We can arrange a transfer of popcorn from one unit to another.

Can people order additional popcorn from my unit after the official sale is over?

Yes they can. We generally have additional popcorn available through the holidays so please let us know your needs. Your consumers can also log onto www.trails-end.com and purchase popcorn with a credit card. The product is shipped directly from Trail's End to the consumer and your unit and Scouts receive credit for the sale. The Pennsylvania Dutch Council will distribute 30% commission to units on all sales generated online year-round.

What is a Scout ID?

A Scout ID is your unique identifier for selling online. When a Scout creates an account to sell online, a Scout ID is automatically generated for him. His customers will use his Scout ID to make online purchases on his behalf. Please note: Scout IDs are NOT related to BSA numbers.

What is the Military Donation?

The Military Donation allows you to support the military and Scouting at the same time. Trail's End partners with Support Our Troops to send various Trail's End products to men and women in the military, their families and veterans' organizations. There are no shipping and handling charges associated with the Military Donation; Trail's End and Support Our Troops ships the products directly to the troops.



Are popcorn purchases tax deductible?

Because you actually receive products in exchange for your payment, only a portion of your purchase is tax deductible. The portion that is tax deductible is typically the difference in the amount you would normally pay if you bought a similar item at the grocery store vs. the price of the product you purchased on trails-end.com. Shipping and Handling charges are NOT tax deductible. We urge you to consult your tax professional to confirm this as well.

Military Donation:

When you purchase the Military Donation you are making a charitable contribution since you don't receive actual product in exchange for your payment. This means that the purchase should be 100% tax deductible. As always, make sure to double check this with your tax professional, as tax laws often change. Military receipts for customers are available in your packets. General receipts are available upon request.

Where Can I Find Additional Information?

Visit Trail's End at www.trails-end.com for online video training for both scouts and leaders, nutritional information, and other helpful hints. Other questions can be answered by your district kernel or your district executive.

All of the forms that are included in your Popcorn Kernel Packet are also available at www.padutchbsa.org. Follow the links for "Fundraising" and then "Popcorn" or check out the Documents Section at the top of the Home page.