

2013

Your Unit's Popcorn Sale Guidebook

Welcome to the 2013 Popcorn Sale!

We are excited to share with you the great plans for this year's sale and some tips to help your sale fund your unit for the year. If your unit has not participated in the past, Popcorn is an easy fundraiser your unit can participate in to help support your year round programs. There are incentives for the boys, great commissions for the units, and the sale is fun. If your unit did participate last year you know that we have a quality product that people in the community are willing to buy to support Scouting.

We hope to make this the most successful sale ever and have added new incentives and products to help your sale. Included in this guidebook you will find highlights of the program for 2013, a description of the products, some selling techniques, and a calendar with all the important dates.

The Popcorn Sale Guidebook you received as part of your Popcorn Sale Kit highlights the key steps for success and should be reviewed carefully. This Unit-Specific Guidebook provides some of the great information about the sale here in the Pennsylvania Dutch Council.

The popcorn sale is extremely important to funding your unit's Scouting program. The sale is equally as important to our council so that we may fund and maintain camps, provide service to units, develop new programs, and much more.

Thank you for your participation We hope you have a great sale and an even better year in Scouting!

Key Contacts

Council Popcorn Kernel

Joe Flaim

717-768-0961— joeflapsu90@yahoo.com

Conestoga River District Kernel

Roger Harvey
717-468-5438

Rharvey1300@yahoo.com

Horse-Shoe Trail District Kernel

Tom Carr
717-431-4081

Thomas.carr@yahoo.com

Harvest District Kernel

Chris Styers
717-394-4063

cstyers@bsamail.org

Council Staff Advisor

Chris Styers
717-394-4063

cstyers@bsamail.org

Council Popcorn Support

Margie Ferguson
717-394-4063

margie.ferguson@scouting.org

**FALL POPCORN
SALE**



Highlights for 2013

- **New Products**-This year we have a range of new products in the mix!
 - Bacon Ranch Popcorn
 - Buffalo Cheddar Popcorn
 - Cheddar and Sour Cream Cheese popcorn in a Scouting Collector's Tin
 - Dark and White Chocolatey Drizzle Kettle Corn
 - Chocolate Lovers Collection in a Festive Seasonal Tin
- **Brand New Prize Program**-This year we are introducing a whole new scale of prizes for Scouts participating in the sale.
- **Brand New Commission Structure**-We have introduced a new method for units to qualify for bonus commission in this year's sale!
- **Square Credit Card Readers**-These convenient devices will once again be available for those units looking to be able to take credit card sales at their Show and Sell.

Popcorn Sale Calendar

2013 Popcorn Sale Timetable...mark your calendar now with these dates!

Date	Action	Show & Sell	Take Order	Combined
8/7	Popcorn Kickoff	X	X	X
8/30	Popcorn Sale begins	X	X	X
8/30	Show & Sell Orders due at Council Support Center or Online.	X		
9/13	Units pick-up their Show & Sell product. The unit popcorn chairman will be emailed information regarding the pick-up location & time.	X		
10/28	Popcorn return dates. Returns are made to the warehouse by district. Please do not return to service center.	X		
10/30	Show & Sell settlement deadline, money and any returns due. Unit retains base commission on all sales.	X		
10/30	Popcorn sales campaign ends.	X	X	X
10/30	Unit orders for the Take Order Sale are due Online or at the Service Center.		X	
10/30	Prize order completed online or form and incentive sheet due at the Service Center.	X	X	X
11/15	Unit's pick-up their Take Order product. The unit popcorn chairman will be emailed information regarding the pick-up location & time.		X	X
12/9	Popcorn money Due - Final deadline. Unit retains base commission on all sales.	X	X	X
12/10	Late Payments: Units will incur a 3% penalty per week on all outstanding balances due to the Council. i.e. late one week = -3%, two weeks late =-6% and so on.	X	X	X
2/1/14	Bonus commission and Online Sales commission checks sent to units.	X	X	X

2013 Product Line-Up

Microwavable Products



Kettle Corn - \$22

Our deliciously sweet and salty Kettle Corn is better than ever!

Over \$15 to local Scouting!

Unbelievable Butter - \$18

A customer favorite with more buttery flavor than ever before.

Over \$12 to local Scouting!

Butter Light - \$18

Our lightest butter popcorn with new and improved flavor.

Over \$12 to local Scouting!

Pre-Popped and Popping Products



Popping Corn - \$9

Trail's End's plain kernels for those who like to make popcorn from scratch.

Over \$6 to local Scouting!

Classic Caramel Corn - \$10

A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.

Over \$7 to local Scouting!

Bacon Ranch - \$15

Crunchy popcorn that combines a blast of ranch with a kick of bacon for the perfect snack!

Over \$11 to local Scouting!



Sour Cream & Onion - \$20

A perfect blend of creamy onion and crispy popcorn.

Over \$14 to local Scouting!

Buffalo Cheddar Cheese - \$15

Spicy buffalo flavors unite with our traditional cheddar cheese popcorn to ignite your taste buds.

Over \$11 to local Scouting!

Cheddar Cheese Corn - \$15

The perfect combination of light, crispy popcorn and rich cheddar cheese deliciousness in every savory bite.

Over \$11 to local Scouting!



Butter Toffee Caramel - \$18

Crispy popcorn lightly coated with a sweet toffee caramel glaze.

Over \$13 to local Scouting!



Dark & White Chocolatey Drizzle - \$20

Sweet and salty Kettle Corn with a decadent dark and white chocolatey drizzle.

Over \$14 to local Scouting!



Caramel Corn with Almonds and Pecans - \$20

A delectable gourmet caramel treat loaded with almonds and pecans.

Over \$14 to local Scouting!

Other Options



White Chocolate Pretzels - \$25

The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness.

Over \$18 to local Scouting!

SILVER LEVEL MILITARY DONATION



Silver Military Donation - \$30

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

Over \$21 to local Scouting!

GOLD LEVEL MILITARY DONATION



Gold Military Donation - \$50

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

Over \$35 to local Scouting!

Gift Collections



Cheese Lover's- \$30

- Cheddar Cheese Corn-7oz
- White Cheddar Cheese-7oz
- **New!** Sour Cream and Cheese-7oz

Over \$20 to local Scouting!



Sweet & Savory - \$40

- **New!** Kettle Corn-6oz
- **New!** Cheddar Cheese Corn-7oz
- **New!** Dark & White Chocolatey Drizzle-9oz

Over \$27 to local Scouting!



Chocolate Lover's - \$60

- White Chocolatey Pretzels-17oz
- Milk Chocolatey Pretzels-17oz
- White Chocolatey Caramel Crunch-14oz
- Chocolatey Caramel Crunch-14oz

Over \$35 to local Scouting!

Commission Structure

Traditional and Online Commissions

2013 is an exciting year with a brand new Commission Program. Units selling popcorn keep a minimum of **32% commission** and have an opportunity to grow that to as much as **36%**! There will be 4 levels of commission in 2013:

- Seller Level-32% Commission
- Bronze Level-33% Commission
- Silver Level-34% Commission
- Gold Level-36% Commission

Please, refer to the **Commission Program** Sheet in your packet to see your unit's eligibility for an even greater commission in 2013!

Scout Rewards and Incentive Program

Pennsylvania Dutch Council Incentives and Prizes

The Pennsylvania Dutch Council will once again be offering a great assortment of incentives and prizes for Scouts that participate in this year's Popcorn Sale. This year's Council level prizes include:

Fill-A-Sheet Incentive—Boys can earn a chance to win a \$50 Wal-Mart gift card for **each** full page of sales they submit. Drawings will be held on 10/1 (form must be received by 9/30 to be eligible) and 10/31 (form must be received by 10/30 to be eligible) (take order and show and deliver sales only). Please, notify and submit copies of forms to Margie Ferguson at margie.ferguson@scouting.org or 717-394-7776 (fax).

\$800 Club—For **each** \$800 in sales a Scout will get one chance for a drawing for a Kindle Fire HD Tablet with WiFi—(one Kindle Fire HD per District)

\$1,000 Club—All Scouts who sell \$1,000 will be invited to a special recognition in January and will receive a free ticket to a Hershey Bears Game and a food voucher.

\$1,500 Club—Scouts who reach the level of \$1,500 will receive a free ticket to Hershey Park for 2014.

\$2,000 Club—Scouts who reach the level of \$2,000 will be entered into a drawing for a new i-Pad.

Earn Scholarship Money—If a boy sells over \$2,500 in one year, 6% of his sales in subsequent years will go towards a scholarship fund for college. (A new form needs to be filled out each year)

Free weeks at camp—The Top 5 Cub Scout and top 5 Boy Scout salesmen will earn a free week at Camp J. Edward Mack or Bashore Scout Reservation for 2014.

2013 Prize Program

We are introducing a whole new set of popcorn prizes for Scouts participating in the 2013 Popcorn Sale. The **Reach the Summit** prize program gives more Scouts an opportunity to earn a prize from the popcorn sale. A complete list of this year's prizes are available with every order form and descriptions of prizes are available at www.boyscouts-gcc.com.

For instructions to place your prize order, please, refer to the printed instructions included or visit the instruction section at www.boyscouts-gcc.com.

Show and Sell Orders Return Policy

In order to ensure a successful popcorn sale for both your unit and the council, the 2013 Popcorn Committee has established a Show and Sell Return Policy. The Show and Sell part of the Popcorn Sale is an excellent way for your Scouts to sell popcorn and provide the popcorn directly to our customers.

In order to help units determine how much popcorn to order, units will be able to order up to 80% of their 2012 total sales order and make returns to the council of any unsold product on October 28th with no fees or penalties (as long as products are returned in the original condition).

Example:	2012 Unit Show and Sell Order	\$4,000
	2012 Unit Take Order	<u>\$6,000</u>
	Total Unit 2012 Sale	\$10,000

2013 Show and Sell Maximum Order = \$10,000 x 80% or \$8,000

If at any time during the Show and Sell portion of the sale a unit sells out of a particular product, they may contact the Council Office and we will arrange for additional products as long as we have inventory. If a unit needs product beyond that, it will need to be ordered as part of the Take Order portion of the sale.

Any unit choosing to order over 80% of the 2012 total sale at the Show and Sell will not be able to make returns of unsold product during the 2013 sale. Units choosing this option must complete and return the **Show and Sell Orders Return Waiver**.

Square-up Credit Card Reader

In partnership with Square-up, the Pennsylvania Dutch Council is offering to our units the opportunity to participate in a credit card program. The intent of this is to allow units to accept credit card transactions primarily at Show and Sell locations, but the reader can be used at other times during the sale at the unit's discretion.

The Pennsylvania Dutch Council will continue to handle the set-up, administration, and maintenance of the master account. Participating units will agree to track products sold by credit card (a simple list), use the Square-up device for popcorn only, split the transaction fee (2.75%) with the Council, and after the sale is done complete a short survey.

Interested units can sign-up for the Credit Card Program by simply filling out and returning the form included in the Popcorn Packet. Each unit will have to designate a member of the unit as the unit's Square-up Manager (this may be the Popcorn Kernel or your unit's Secretary/Treasurer).

Commission on all Square-up sales will be treated as a payment received on the unit's final bill. Your final bill will reflect the appropriate credit.

Great things to consider:

- Consumers buy more with credit cards
- The reader overcomes the "I don't have cash on me" response
- Money is deposited directly into the account

Order and Pick-up Information

Place your product orders online at trails-end.com



Show & Sell Order – Due August 30, 2013

Pick-up September 13, 2013 - 3:30pm to 7:00pm

Greenfield Business Park
(directions e-mailed the week
of delivery)

Trout Run Business Center
N. Reading Road (Route 272)
Ephrata, PA



Returns

October 28, 2013 – 3:00pm to 7:00pm

Greenfield Business Park
(directions e-mailed the week
of delivery)

Trout Run Business Center
N. Reading Road (Route 272)
Ephrata, PA

Take Orders – Due October 30, 2013

Pick-up November 15, 2013 – 3:00pm to 7:00pm

Greenfield Business Park
(directions e-mailed the week
of delivery)

Trout Run Business Center
N. Reading Road (Route 272)
Ephrata, PA

Leshar Mack
2700 W. Cumberland St.
Lebanon, PA

Pick-Up Guidelines

- Bring enough vehicles to carry your 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

- Mid-size car—20 cases
- Jeep—40 cases
- Mini-van—60 cases
- Suburban/Explorer—70 cases
- Full Size Pick-Up Truck—90 cases

Important Websites

Pennsylvania Dutch Council, BSA website-www.padutchbsa.org-From the Homepage follow the links for **Fundraising** and then **Popcorn**. The council site gives you access to important documents and support items for your unit's sale. It also provides contact information to help answer any questions you may have.

Trail's End Popcorn System website-<http://scouting.trails-end.com/TESales/>-This is where you will log-in to place your unit orders and log important information for your sale.

Keller Prize Order System website-www.boyscouts-gcc.com-This is where you will log-in to place prize orders (any council-specific prizes must be ordered through the Pennsylvania Dutch Council).

Frequently Asked Questions

I had a password last year but it won't work this year. Why?

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.**

How do I check Online Sales?

Online sales are not directly tracked in the Popcorn System. You must log-in at <http://sell.trails-end.com/login> to view online sales for each Scout in your unit. To create your account there, use the validation code "popcorn" and create your log-in.

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 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.

We have sold out of some of our popcorn for our Show & Sell. Can we get more popcorn?

Yes. We normally have some additional popcorn on hand during the Show & Sell portion of the sale. Simply, contact the Council Office and we will coordinate getting you the additional product.

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. Please, remember if you sign the Popcorn Waiver when placing your order or if products are damaged you cannot return them.

Do I need to enter my Scouts into the Trail's End System individually?

Only if your Scouts are going to sell online or enter orders themselves. When you enter a Scout into the system, he is assigned a Scout ID number (this number is not related to his BSA ID number) that he can provide to family and friends that would like to order popcorn online. Scouts may also use this number to take advantage of online features such as setting their own sales goals, playing games, and placing orders by accessing the "Scout" Section of the Popcorn System. **Please, note** if a Scout enters his own order, it will automatically be added into the unit order. **Make sure your total matches the system total before you hit "Submit to Council."**

Do I need to submit Trail's End Scholarship paperwork every year?

Yes. Every year, including the year that you qualify, you must submit paperwork. Scouts must submit the Scholarship Form, copies of their sales sheets, and breakdowns of Online Sales and Take Order or Show and Sell forms. These forms have to be submitted to Trail's End electronically. Scouts and their parents can do this directly or submit everything to the Council Office to be submitted on their behalf. The Scholarship Form is available from the Pennsylvania Dutch Council website.

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 sales generated online year-round.