



# 2016 Popcorn and Nuts for Scouting Sale

Where will the Adventure Take You?

## Highlights for 2016

### Popcorn Products

- Trail Mix Returns
- New Product Mix in Sweet and Savory
- New Online Exclusive Product Options

### Nuts for Scouting Products

- Brand New Vendor
- 70% Return to Scouting
- New, Attractive Products for Show and Sell and Take Order

### New Prizes

- New Club Level Prizes
- Brand new Galactic Patch Incentive Program
- Camp Bucks

### Technology

- New Popcorn Order System
- Integrated Online Orders
- Brand New Online Orders System
- Tablet and Credit Card Program
- New Online Tools
- New Electronic Order Form



## Choose your Adventure

### I'm New—This is My First Sale

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. 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. **THIS SALE 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 and nuts 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. This sale 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 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 2016 Kernel Team



### I'm an Experienced Kernel Excited for a Great Year!

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. As you know, the annual sale 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! We are excited this year to add to our list of quality products 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 2016, the products, some selling techniques, and a calendar with all the important dates.

This Product Sale Guidebook highlights the key steps for success and should be reviewed carefully. Some of the information included is general information about best practices from across the country while other information is specific to the sale here in the Pennsylvania Dutch Council.

The sale is extremely important to funding your unit's Scouting program. The sale is equally as important to our council so that we 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!

Thank you for being a part of the team!

The 2016 Kernel Team

## Popcorn and Nuts for Scouting Support Team

### **Conestoga River**

Roger Harvey  
Conestoga River Kernel  
717-468-5438  
[Rharvey1300@yahoo.com](mailto:Rharvey1300@yahoo.com)

Scott Arnold  
Conestoga River District Executive  
Sale Staff Advisor  
717-553-4208  
[Scott.Arnold@scouting.org](mailto:Scott.Arnold@scouting.org)

### **Harvest**

Heidi Patterson  
Harvest Kernel  
717-406-8776  
[Harvest.popcorn@outlook.com](mailto:Harvest.popcorn@outlook.com)

Sal Franqui  
Harvest District Executive  
717-553-4202  
[Sal.Franqui@scouting.org](mailto:Sal.Franqui@scouting.org)

### **Horse-Shoe Trail**

Tom Carr  
Horse-Shoe Trail Kernel  
610-203-4335  
[Thomas.carr@yahoo.com](mailto:Thomas.carr@yahoo.com)

Heather Contrestan  
Horse-Shoe Trail District Executive  
717-553-4204  
[Heather.Contrestan@scouting.org](mailto:Heather.Contrestan@scouting.org)

### **Pennsylvania Dutch Council**

Joe Flaim  
Council Kernel  
717-768-0961  
[Joeflapsu90@yahoo.com](mailto:Joeflapsu90@yahoo.com)

Liza Weiser  
Council Sale Support  
717-553-4209  
[Liza.weiser@scouting.org](mailto:Liza.weiser@scouting.org)

Duane Crouse  
Council Development Director  
717-394-4063  
[Duane.Crouse@scouting.org](mailto:Duane.Crouse@scouting.org)

Matt Adams  
Council Scout Executive  
717-394-4063  
[Matthew.Adams@scouting.org](mailto:Matthew.Adams@scouting.org)

### Important Websites

**Pennsylvania Dutch Council, BSA website**-[www.padutchbsa.org](http://www.padutchbsa.org)-From the Homepage follow the links for **Popcorn and Nuts**. 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/>-This is where you will log-in to place your unit orders for Popcorn and log important information for your sale.

**Keller Prize Order System website**-[www.boyscouts-gcc.com](http://www.boyscouts-gcc.com)-This is an option to log-in to place prize orders. You can also follow the link from the Trail's End System.

**Video Tutorials for the New Online Trail's End Systems**- [https://www.youtube.com/channel/UHQcNryuf38B3hYF\\_U-AWWw](https://www.youtube.com/channel/UHQcNryuf38B3hYF_U-AWWw) -This link includes some great videos from Trail's End, but most importantly it has tutorials of how to input your order in the Trail's End System as well as how to help Scouts set up a Personalized Selling Page.

# Running Your 2016 Popcorn and Nuts for Scouting Sale

## Instructions:

This guide has been compiled to take you through the entire 2016 sale and help you plan and execute a plan to help your unit achieve an *Ideal Year of Scouting*. Whether a brand new kernel or a seasoned veteran, this guide has been designed to take you step-by-step to help you achieve your goals!

## Step 1: Plan Your Ideal Year of Scouting

As a leader, what does your *Ideal Year of Scouting* look like to you? Does it look the same for your Cub Scouts or your Boy Scouts? What do the parents in your unit think about when you mention an *Ideal Year of Scouting*? One of the greatest things about Scouting is your *Ideal Year of Scouting* can be whatever you can dream of and the 2016 Kernel Team wants to help you DREAM BIG! How big? Maybe it's taking your Troop to Gettysburg for a weekend. Maybe it's taking your Pack to the Philadelphia Zoo. Maybe it's taking your unit to Hawaii! ALL have been done before with the help of Popcorn. How?

### Hold a Unit Planning Conference:

- Between May and August bring together leaders, parents, and even Scouts to plan the upcoming Scouting year!
- Review the prior year
  - What events did the unit do last year?
  - What went really well? What didn't?
  - What are key unit, district, or council dates to put on the calendar?
  - What should we definitely do again? What didn't we have a chance to do?
- Brainstorm-all ideas are welcome and are great!
- From your list agree on what events/activities/programs/dreams will be part of your next year of Scouting
- Resources on how to conduct a Planning Conference can be found at:
  - Cub Scouts- <http://www.scouting.org/scoutsource/CubScouts/Leaders/ProgramPlanning.aspx>
  - Boy Scouts- <http://www.scouting.org/scoutsource/BoyScouts/Planning.aspx>

### Build a Budget:

- Once you know WHAT you want to do, the next step is to figure out HOW are you going to do it. Usually, one of the first questions regarding HOW involves how you are going to pay for it.
- Considerations for building your budget include: Registration Fees, *Boys' Life* Subscriptions, Advancement, Activities, Camping, and Program Materials and Equipment.
  - Cub Scouts check out *Planning Your Pack's Annual Program Budget* at: <http://www.scouting.org/filestore/pdf/510-273.pdf>
  - Boy Scouts check out *Planning Your Troop's Annual Program Budget* at: <http://www.scouting.org/filestore/boyscouts/pdf/510-275.pdf>
- To help you build your budget, consider using the *Program Planner Spreadsheet* (Appendix I) or fillable, electronic version is available at [www.padutchbsa.org](http://www.padutchbsa.org)
  - Using this tool, you can establish: A unit fundraising goal for the year, a per boy fundraising goal, and a goal for the popcorn and nuts sale
- How does Commission work?
  - All of our products return 70% back to Scouting
  - Units keep a minimum of 32% of Commission on every item in the sale
  - Units can achieve as much as 36% of Commission on every item in the sale
  - Prizes typically account for another 4%, so units really earn between 36% and 40% commission on everything they sell
  - To see the details of the Commission Program (Appendix II)

## Step 2: Decide How Your Unit Will Participate

Units have 5 options for participating in the sale. Units can use any or all of these methods but the most successful units use a combination of all of the options below:

1. Show and Sell
2. Show and Deliver
3. Take Order
4. Combined Show and Sell and Take Order
5. Online Sales (Popcorn Only)

### Show and Sell (September 9<sup>th</sup>-October 23<sup>rd</sup>)

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 **Sale Calendar** for due dates).

### Show and Deliver: "The Family Preferred Method of Selling" (September 9<sup>th</sup>-October 23<sup>rd</sup>)

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 times as much product vs. Show and Sell"***

### Take Order (Order Form Distribution-October 23<sup>rd</sup>)

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 and nuts 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 (Order Form Distribution-October 23<sup>rd</sup>)

The combined sale is the most effective method of selling, allowing units to display and sell product at a store front as well as each individual youth taking orders from neighbors, friends, and family. When ordering product 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 (Popcorn Products Only-August 1<sup>st</sup>-November 15<sup>th</sup>)

Scouts contact friends and family members via e-mail, phone, or social media and invite them to visit their page. There the customer can read about the Scout and his goals, order product, pay by credit card, and have product delivered to their home. As a kernel this is the easiest method of selling because you never have to account for product. Commission received for Online Sales will be sent to the unit in a Commission Check at the end of the sale!

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

### Step 3: Commit to Participate

Once you have completed your planning process, determined your goal to make the *Ideal Year of Scouting* possible, and determined how your unit will participate in the sale, it is time to get committed!

#### Complete your Unit Commitment Form

- The Unit Commitment Form provides important details for coordinating your sale:
  - Contact information for the Kernel
  - Contact information for the Unit Treasurer
  - Information on what parts of the sale your unit will be participating in
  - Preferred location to pick-up and return product
  - Unit Goal (These are not binding. A unit goal helps the Kernel Team know what your unit is planning to do during the sale year so they can support you in reaching your goal!)
- You can register online or obtain a downloadable version of the Unit Commitment Form at [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/)
- All Kernels will be automatically added to the *What's Poppin'* Newsletter for the sale. Anyone is welcome to sign up for the semi-weekly communication that has lots of great information about the sale.

#### Attend the Council Kickoff

- The Council Kickoff is scheduled for August 3<sup>rd</sup> at Penn Cinema in Lititz. The Council Kickoff is open to the key leaders of the unit to learn about all of the details for the upcoming sale.
- Why attend kickoff?
  - Receive all of your support materials for the sale including: kernel packets, order forms, posters, etc.
  - Meet the Kernel Team and ask them ANY questions that you may have
  - Meet other Kernels and share best practices
  - Learn about what is new for this year's sale (i.e. products, incentives, programs)
  - Great training opportunity
  - Free samples and door prizes
  - It's FUN!
- Who should attend?
  - Kernel
  - Cubmaster/Scoutmaster
  - Committee Chair
  - Unit leaders or parents invested in the success of the sale
- You can register online or obtain a downloadable version of the Kickoff Registration Form at [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/)

#### Consider our Tablet/Credit Card Program

Over the last 3 years we have seen a substantial increase in the number of credit cards being used in conjunction with the sale. With the growth in popularity and reliability of credit card readers, units now have a way to respond to those potential customers who do not carry cash. The Pennsylvania Dutch Council has been working exclusively with Square to provide an option for units in previous years. This year we are excited to expand that relationship to also include Verizon. Full details of the program and how to register will be provided at the Kickoff.

## Step 4: Expand Your Knowledge/Get to Know the Products/Online Sales

### Trainings and Webinars

The Kernel Team will be offering several supplementary trainings and webinars to make sure that you have all of the information you need to be successful. All of the webinars can be registered for by going to [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/). Once you have selected the webinars you are interested in attending, you will receive an invitation with instructions of how to access the webinar. This year's webinar topics are:

- New Popcorn and Nut Kernel Fast Start-Designed for our 1<sup>st</sup> year kernels
- How to Conduct a Successful Unit Kickoff
- How to Place My Order in the Sales Systems
- Credit Card Sales and the New Tablet Program
- New Sale System for Online Orders

A full listing of dates for this year's trainings can be found with the Sale Calendar in the appendix (Appendix III).

Recordings of these webinars and webinars from previous years can be accessed at

<https://www.youtube.com/channel/UcKkfiSkQktMSL-ppSmFTv1w>

### 2016 Popcorn Products from Trail's End

○ Chocolate Lover's Collection (Tin)	\$60	Take Order Sale Only
○ Gold Level Military Donation	\$50	Show and Sell and Take Order
○ Sweet & Savory Collection	\$40	Take Order Sale Only
○ Cheese Lover's Collection	\$30	Show and Sell and Take Order
○ Silver Level Military Donation	\$30	Show and Sell and Take Order
○ Classic Trail Mix	\$25	Take Order Sale Only
○ Kettle Corn-Microwave	\$25	Show and Sell and Take Order
○ Unbelievable Butter-Microwave *	\$20	Show and Sell and Take Order
○ Butter Light-Microwave *	\$20	Show and Sell and Take Order
○ Premium Caramel Corn*	\$20	Show and Sell and Take Order
○ Jalapeno Cheddar Cheese	\$15	Show and Sell and Take Order
○ White Cheddar Cheese Corn*	\$15	Show and Sell and Take Order
○ Classic Caramel Corn*	\$10	Show and Sell and Take Order
○ Popping Corn	\$10	Show and Sell and Take Order

\*Denotes top selling products in 2015

### 2016 Nuts for Scouting Products from Virginia Diner

We are excited to be partnering with Virginia Diner this year to offer a line of nut products to our sale. These high quality products, many with Scouting branded labels, are sure to be a hit with your sale this year!

○ Penn State University Branded Salted Virginia Peanuts	\$12	Show and Sell and Take Order
○ Honey Roasted Virginia Peanuts	\$12	Show and Sell and Take Order
○ Salted Gourmet Virginia Peanuts	\$18	Take Order Only
○ Salted Jumbo Cashews	\$18	Show and Sell and Take Order
○ Pecan Turtledoves	\$20	Take Order Only
○ Scouting Heritage Mix	\$24	Take Order Only
○ Norman Rockwell Chocolate Covered Peanuts	\$24	Take Order Only
○ Penn State University Branded Game Day Triplet	\$36	Show and Sell and Take Order

## Products FAQs

### *Trail's End Online Products*

New for 2016, Trail's End is taking a different approach to online products. In addition to some of the products that will be in our normal sale, Trail's End is planning to offer (subject to change):

- Gourmet Honey Roasted Mixed Nuts
- Milk Chocolate Pecan Clusters
- Dark Chocolate Sea Salt Caramels
- Sea Salt Caramel Popcorn
- Medium Roast Coffee

Unique products such as these will only be available through the online sales site.

*What does that mean for our kernels?* Online sales are the easiest to manage. When a customer buys online from a Scout, Trail's End handles the transaction, the ordering, and shipping. The kernel does not have to account for any of the online purchases in their product orders. Units will online orders will receive credits for online sales with their commission checks. Kernels do have to track online sales totals towards Scouts overall dollar goals.

### Personalized Selling Page

Trail's End has released a brand new online selling platform. Instead of just sending emails, Scouts are able to set up their own page for friends and family to order from them. A full video tutorial is available at [https://www.youtube.com/watch?v=brf29O-4DAs&list=PLRbwm4rZFqXLa5\\_dz2XBcpOo0rR1q3O-q](https://www.youtube.com/watch?v=brf29O-4DAs&list=PLRbwm4rZFqXLa5_dz2XBcpOo0rR1q3O-q) or follow the steps below.

- Visit [www.trails-end.com](http://www.trails-end.com)
- Upper right corner click **Register**
- Select **Scout/Parent** on the next screen
- Select whether you are under or over the age of 13
- Fill out the registration form with the instructions provided—once complete you will be taken to your Dashboard
- On the **About Me** page upload a picture and write a description as to what you are raising money! Talk about all the great activities you will be doing in your *Ideal Year of Scouting*
- Create your **Goal** by giving it a name and a dollar amount
- You can then personalize your page by adding up to 5 photos or videos
- On the **Dashboard**, select your favorite products from the products listed
- To check your progress click on **View My Fundraiser Webpage** at any time
- Once satisfied, return to the **Dashboard** and click **Share Your Page** where you will be able to share your page via email and social media!
- To view orders, click on **View Orders** from the **Dashboard**
- You can change any of your profile information by clicking on the **Gearbox** in the upper right hand corner

## Step 5: Hold a Fun-Filled Unit Kickoff

The Unit Kickoff is one of the most important parts of a successful sale. Kickoffs should be scheduled for one of the unit's first meetings in August or September. Kickoffs can happen as early as August 4<sup>th</sup> (the night after the Council Kickoff) or later in September if the unit is only going to participate in Take Order and/or Online Sale.

### Objectives of the Kickoff

- a. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
  - Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the "per-Scout goal" is. (*They will be much more interested when they know this information.*)
- b. Get Scouts and families excited! Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want.

### Tips for a Successful Kickoff

- 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 Popcorn and Nut Sale.
- Determine how much product 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 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 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.
- A sample Kickoff Agenda, Scout story pitch, and Scout goal sheet are included in the appendix (Appendix IV).

**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 goals.**

### Reserve the Popcorn Popper

- The Council has a Popcorn Machine that units can reserve for their kickoff at no cost
- Kernels, oil, and bags are provided. (each pack serves about 20 people)
- You can submit a request to reserve the Popcorn Popper by visiting [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/)
- To check on availability, contact Liza at [liza.weiser@scouting.org](mailto:liza.weiser@scouting.org)

### Reserve the Prize Table

- This year the Kernel Team is happy to share a selection of prizes from the Keller Prize Program that you can display at your kickoff
- Being able to see some of the prizes that the Scouts can earn helps to build excitement and to set goals
- The unit is responsible for any prizes that are missing or broken
- You can submit a request to reserve the prizes by visiting [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/)
- To check availability, contact Liza at [liza.weiser@scouting.org](mailto:liza.weiser@scouting.org)

## Step 6: Placing Your First Order (Show and Sell)

If your unit is participating in the Show and Sell portion of the sale, you will need to order product in order to have it available for your sale. You will need to use the Trail's End System to order your Popcorn Product and our Nuts for Scouting System to order your Nut Products.

### To Place Your Trail's End Order

- Visit <http://scouting.trails-end.com/>
- Enter your **Username** and **Password** (provided to you at the kickoff)
  - If you forget your Username and/or Password you can click on **Need help?** To recover them or contact Liza Weiser at the Council Office.
- Once logged in you will be on the Homepage of your Unit Leader Account
- Before ordering click the Cluster of White Cubes at the top of your screen
  - Make sure under the drop down **Available Period** you are set to the 2016-2017 Fundraising Cycle
  - If you are the Kernel for multiple units or have multiple roles in a unit make sure the drop down for **Available Roles** is the correct unit and role that you are entering an order for
- Return to the Unit Leader Homepage and click the **Unit Orders** from the drop down menu labeled "Detail"
- Then click the **New Unit Order** button
- Then you will be taken to the Unit Ordering screen
- Using the drop down menus to select **District, Unit, Campaign (Fall 2016), Delivery**
- A list of products that are available will populate and you can select your order quantities (remember Show and Sell orders are by case, quantities that are 1:1 mean that there is 1 container in a case, quantities that are 12:1 mean there are 12 containers in a case)
- Once you have completed your order click **Save** on the right hand side of the screen if you want to come back to it at a later time or **Submit** if the order is complete and you would like to submit it to the council
- You will receive a **Success** notification once you have saved or submitted
- Tutorials on placing your order are available at:  
[https://www.youtube.com/watch?v=D58\\_IVHpmjg&list=PLRbwm4rZFqXLa5\\_dz2XBcpOo0rR1q3O-q](https://www.youtube.com/watch?v=D58_IVHpmjg&list=PLRbwm4rZFqXLa5_dz2XBcpOo0rR1q3O-q)

### To Place Your Nuts for Scouting Order

- Visit [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/) and click on the button for **Nuts for Scouting Show and Sell Order**
- Enter your **name, District, unit number, email address, phone number, address, and pick-up location**
- From the drop down menus, select the products you want (must order in quantities of 12, there are 12 cans to a case)
- Click **Submit**
- You will receive a confirmation email with the product that you ordered
- Once you hit **Submit**, if you would like to make any changes please contact the Pennsylvania Dutch Council

### What Should I Order

One of the trickiest steps for the Show and Sell campaign is to figure out how much product to order. The 2 biggest questions are **How Much to Order** and **What to Order**.

#### How Much to Order

- Units are only permitted to order 80% of their total sale from the previous year. On your envelop from the kickoff you will have a label that tells you what your 80% amount is.

Example:	2015 Unit Show and Sell	\$4,000
	2015 Unit Take Order	<u>\$6,000</u>
	Total Unit 2015 Sale	\$10,000

2016 Show and Sell Maximum Order=\$10,000 x 80% or \$8,000

- These totals include both Popcorn and Nuts for Scouting
- If your unit runs out of product during the Show and Sell portion, you can request additional product by contacting Liza Weiser
- Any unsold product can be used to fill your Take Order or returned at no penalty on the October 24<sup>th</sup> Return Night
- If a unit wants to request more than the 80%, the unit can fill out the **2016 Product Sale Show and Sell Orders and Return Policy** form (Appendix V) included, but **WILL NOT BE ABLE TO RETURN ANY PRODUCT**

### What to Order

During the Show and Sell portion of the sale it is important to remember your table space in being able to display products. You only have a few moments to catch the attention of the potential customer. Focus on the top selling products. In order to help you determine what products to order since you will be using 2 systems to place your order, refer to the **2016 Show and Sell Calculator** (a hard copy is below (Appendix VI), but an electronic fillable copy is available online). Different products sell better in different areas. Below we have put together a couple of samples to help you determine what you should order.

Example 1: For the Unit that hasn't done Show and Sell and would like to try-\$1,500 in product

Cases x Containers x Price = Total Price

Popcorn Products	Cases	Containers in a Case	Price Per Container	Total Price
Cheese Lover's Collection		1	\$30.00	\$0.00
Kettle Corn-Microwave		6	\$25.00	\$0.00
Unbelievable Butter-Microwave	2	6	\$20.00	\$240.00
Butter Light-Microwave	2	6	\$20.00	\$240.00
Premium Caramel Corn	1	12	\$20.00	\$240.00
Jalapeno Cheddar Cheese		12	\$15.00	\$0.00
White Cheddar Cheese	1	12	\$15.00	\$180.00
Classic Caramel Corn	2	12	\$10.00	\$240.00
Popping Corn		12	\$10.00	\$0.00

Nut Products	Cases	Containers in a Case	Price Per Container	Total Price
Penn State Salted Peanuts	1	12	\$12.00	\$144.00
Honey Roasted Virginia Peanuts	1	12	\$12.00	\$144.00
Salted Jumbo Cashews		12	\$18.00	\$0.00
Penn State Game Day Trio		12	\$38.00	\$0.00

**80% Dollar Figure:** 1500  
**Less Total Order:** \$72.00

Example 2: For the Unit that is working to hit the average \$4,000 Unit Sale

$$\text{Cases} \times \text{Containers} \times \text{Price} = \text{Total Price}$$

<b>Popcorn Products</b>	<b>Cases</b>	<b>Containers in a Case</b>	<b>Price Per Container</b>	<b>Total Price</b>
Cheese Lover's Collection		1	\$30.00	\$0.00
Kettle Corn-Microwave	2	6	\$25.00	\$300.00
Unbelievable Butter-Microwave	3	6	\$20.00	\$360.00
Butter Light-Microwave	3	6	\$20.00	\$360.00
Premium Caramel Corn	2	12	\$20.00	\$480.00
Jalapeno Cheddar Cheese	1	12	\$15.00	\$180.00
White Cheddar Cheese	3	12	\$15.00	\$540.00
Classic Caramel Corn	4	12	\$10.00	\$480.00
Popping Corn	1	12	\$10.00	\$120.00

<b>Nut Products</b>	<b>Cases</b>	<b>Containers in a Case</b>	<b>Price Per Container</b>	<b>Total Price</b>
Penn State Salted Peanuts	2	12	\$12.00	\$288.00
Honey Roasted Virginia Peanuts	1	12	\$12.00	\$144.00
Salted Jumbo Cashews	1	12	\$18.00	\$216.00
Penn State Game Day Trio	1	12	\$38.00	\$456.00

**80% Dollar Figure:** 4000  
**Less Total Order:** \$76.00

To find the right fit for your unit, use the electronic version of the spreadsheet, enter your 80% Figure and try to get your **Less Total Order** amount to get as close to 0 as possible! If you need help, please contact your Kernel!

#### What about Military Sales with Show and Sell?

Many Scouts are successful with Military Sales as part of their Show and Sell. You do not have to pre-order military sales the same way that you order the other product. Any military sales made during the Show and Sell portion of the sale should be totaled up and the order placed when you place the Take Order portion of the sale. It is fine if your unit participates only in the Show and Sell and only has to place military sales as part of the Take Order portion of the campaign. Remember though that the most successful units participate in both Show and Sell and Take Order.

## Step 7: Pick-up and Returns-What are they and How do they work?

### Pick-up Information

Whether you are participating in Show and Sell only, Take Order only, or both you will need to plan to pick-up your product at the designated warehouse space on our pick-up dates.

#### **Show & Sell Order – Due August 26, 2016**

Pick-up September 9, 2016 - 3:30pm to 7:00pm

Lancaster and Ephrata Locations Only

(directions to the warehouses will be emailed the week prior to delivery)

#### **Take Orders – Due October 25, 2016**

Pick-up November 11, 2016 – 3:00pm to 7:00pm

Lancaster, Ephrata, and Lebanon Locations

(directions to the warehouses will be emailed the week prior to delivery)

### *Tips for Pick-up*

- Bring enough vehicles to carry your entire order in one trip (use numbers below to determine roughly how much product will fit in your vehicle)
  - Mid-size car—10 cases
  - Jeep—25 cases
  - Mini-van—50 cases
  - Suburban—60 cases
  - Full Size Pick-Up Truck—80 cases
- Bring order documents and verify your order as it's loaded
- Bring someone to help you count your order as it's loaded

### Returns

Returns are **ONLY** part of the Show and Sell portion of the sale. At the end of the Show and Sell, units who have not exceeded their 80% (please see the **2016 Product Sale Show and Sell Orders and Return Policy** for additional details) are permitted to return any of their product with no penalty. Product has to be returned on the evening of October 24<sup>th</sup> at the designated warehouses.

### *Tips for Return Night*

- Make sure you have a good inventory of what you will be returning BEFORE you bring it to the warehouse
- At the warehouse a volunteer will verify the quantity and the shape of your returns
- If you discover damaged product during the sale, please REPORT IT RIGHT AWAY
- Damaged product the night of returns will not be accepted and the unit will be billed for the damaged product
- You can return cases AND individual containers
- Please try to keep products together, it makes it easier to count and verify everything

### *What should I return? What should I keep?*

If you are participating in both the Show and Sell and Take Order portions of the sale, you can use leftover Show and Sell product to fill your take orders. Use the **2016 Returns and Take Order Forms** to help determine which product you should keep and which products you should return. Hard copies of both forms are in the appendix, while electronic versions are available at [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/).

## Step 8: Placing Your Take Order

If your unit is participating in the Take Order portion of the sale, you will need to order product once you have collected all of your orders. You will need to use the Trail's End System to order your Popcorn Product and our Nuts for Scouting System to order your Nut Products.

### To Place Your Trail's End Order

- Visit <http://scouting.trails-end.com/>
- Enter your **Username** and **Password** (provided to you at the kickoff)
  - If you forget your Username and/or Password you can click on **Need help?** To recover them or contact Liza Weiser at the Council Office.
- Once logged in you will be on the Homepage of your Unit Leader Account
- Before ordering click the Cluster of White Cubes at the top of your screen
  - Make sure under the drop down **Available Period** you are set to the 2016-2017 Fundraising Cycle
  - If you are the Kernel for multiple units or have multiple roles in a unit make sure the drop down for **Available Roles** is the correct unit and role that you are entering an order for
- Return to the Unit Leader Homepage and click the **Unit Orders** from the drop down menu labeled "Detail"
- Then click the **New Unit Order** button
- Then you will be taken to the Unit Ordering screen
- Using the drop down menus to select **District, Unit, Campaign (Fall 2016), Delivery**
- A list of products that are available will populate and you can select your order quantities. If you participated in the Show and Sell portion of the sale, make sure you account for your inventory before you place the order. Remember that these products can be ordered by **individual container**, you do not have to order a full case!
- Once you have completed your order click **Save** on the right hand side of the screen if you want to come back to it at a later time or **Submit** if the order is complete and you would like to submit it to the council
- You will receive a **Success** notification once you have saved or submitted
- Tutorials on placing your order are available at:  
[https://www.youtube.com/watch?v=D58\\_IVHpmjg&list=PLRbwm4rZFqXLa5\\_dz2XBcpOo0rR1q3O-q](https://www.youtube.com/watch?v=D58_IVHpmjg&list=PLRbwm4rZFqXLa5_dz2XBcpOo0rR1q3O-q)

### To Place Your Nuts for Scouting Order

- Visit [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/) and click on the button for **Nuts for Scouting Take Order**
- Enter your **name, District, unit number, email address, phone number, address, and pick-up location**
- From the drop down menus, select the products you want (order the quantity you need)
- Click **Submit**
- You will receive a confirmation email with the product that you ordered
- Once you hit **Submit**, if you would like to make any changes please contact the Pennsylvania Dutch Council

## Step 9: Prizes, Prize Orders, and Victory Celebrations

Prizes are a huge incentive for our Scouts to be recognized for all of their hard work. Every Scout who participates in the sale should have the opportunity to earn a prize and be recognized at a unit Victory Celebration. Prizes from our prize company are typically delivered in the month of November as long as your order is submitted by the end of October. In addition to the prizes that are on the flier in each of the order forms, the Pennsylvania Dutch Council is offering some great incentives for this year!

### Pennsylvania Dutch Council Incentives and Prizes

- **\$3,000 Club**—Every Scout who sells at least \$3,000 will be recognized as our top salesmen with an exclusive \$3,000 Club backpack\*, Hershey Park tickets, Hershey Bears Tickets, and Penn Cinema Recognition Event.
- **\$2,000 Club** – Every Scout who sells at least \$2,000 will be recognized with an exclusive \$2,000 Club Nike cinch bag\*, Hershey Park tickets, Hershey Bears Tickets, and Penn Cinema Recognition Event.
- **\$1,500 Club – Sponsored by Hershey Park** Every Scout who sells at least \$1,500 will be recognized with a free ticket to Hershey Park for the 2016 season. They will also be recognized with an exclusive \$1,500 Club sweatshirt\*, Hershey Bears Tickets, and Penn Cinema Recognition Event.
- **\$1,000 Club – Sponsored by the Hershey Bears** Every Scout who sells at least \$1,000 will become a member of the \$1,000 Club. Membership in the club will entitle the Scout to attend the night at a Hershey Bears game. (Tickets for parents and siblings will be available for purchase at a discount price). Each Scout that qualifies will be recognized with an exclusive \$1,000 Club t-shirt\*.
- **\$800 Club** – Every Scout who sells at least \$800 will become a member of the \$1,000 Club and be invited to the Penn Cinema Recognition Event. (\*All exclusive prizes are only available at that level and do not stack—i.e. a Scout who sells \$1,500 gets the sweatshirt, but not the t-shirt)
- **Fill-A-Sheet** - For every 30 orders a Scout will earn a \$10 Amazon, \$10 Wal-mart, or \$10 Scout Shop Gift card. To qualify, **THE FULL SHEET MUST BE FAXED (717-394-7776), EMAILED (padutchpopcorn@scouting.org), MAILED/DROPPED OFF (630 Janet Ave, Ste B-114 Lancaster, PA 17601-copies are acceptable) or Uploaded (www.padutchbsa.org/popcorn)**. A Scout can be credited with a “full sheet” every time they have 30 orders (can submit a popcorn sheet with 16 orders and a nut sheet with 14 orders to make 30). Gift cards will be mailed on: 10/15/2016. Fill-A-Sheet will run from the start of the sale until the end of September. Forms must be turned in by **October 1<sup>st</sup>**!
- **Trail’s End Scholarship-Popcorn ONLY**-If a Scout sells over \$2,500 in one year, 6% of his sales in subsequent years will go towards a scholarship fund for college. After the first year the Scout does not need to sell \$2,500 to qualify for the program (Please, note that a new form needs to be completed and submitted every year).
- **Military Sales**-There is a recognition for Scouts that help to provide popcorn to our troops through Military Sales. Scouts that have \$100 in Military Sales will receive a Silver Level Military Patch. Scouts that have \$200 in Military Sales will receive a Gold Level Military Patch. This year’s patch will be the 2<sup>nd</sup> in a series.
- **Galactic Collection Patch**-This year we are debuting a brand new patch set. Scouts can work to earn the 6 sections of the patch including: Participation Patch, Online Sale Patch, Seller Club Patch (sell \$650), Military Patch, One of Each Patch, and the Top Seller Pin!
- **Top Salesman Prizes-Free Weeks at Camp** - The top 5 Cub Scout salesmen and top 5 Boy Scout Salesmen in the council will earn a free week of summer camp at Bashore Scout Reservation or J. Edward Mack Scout Reservation to the 2016 camp season.
- **Top Unit Prize-Sky Zone Lancaster**-Sky Zone Lancaster will host a 20 person party with bounce time and food for the top selling unit in the Pennsylvania Dutch Council! Sky Zone is located in the Greenfield Business in Lancaster. The package includes: 30 minute Private Dodgeball Court, 30 minute Jump on Main Court, Access to Foam Zone and Sky Slam, 4 one topping pizzas and unlimited fountain beverages!
- **“Win and Win Big” Prize Program**-We will again work with Keller Prize Company to deliver this year’s prizes. A complete list of prizes is available with every order form and descriptions of prizes are available at [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com).

- **“Camp Bucks” Prize Program**-The Keller Prize Program is a great program, but there are some Scouts who would rather use Popcorn and Candy to help earn their way to Summer Camp. We are offering a “Camp Bucks” program at selected levels for use at Pennsylvania Dutch Council Camps or Programs. These bucks can be used for Summer Resident Camp, Summer Day Camps, Fall District Events, National Youth Leadership Training, Spring District Events, or towards Council High Adventure Programs. For 2016, the bucks ARE ONLY available for use within the Pennsylvania Dutch Council.
- **Hershey Bears Top Kernel Prize**-The Hershey Bears have put together a fun package for our Top Kernel in this year’s sale. Stay tuned for more information of how to be in the running.

#### How do I keep track of all the prizes?

To help you keep track of the all of the different prizes and to make it easier to order, please use the **2016 Prize Order Summary Sheet** available on [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/). Start by entering the Scout Dollar Totals on the Summary page. It automatically calculates what prizes your Scouts qualify for based on their total sales. Enter their prize selections in the Individual Scout Prizes and the Unit Prize Summary will automatically populate for you to place your order.

#### How do I submit prize orders?

##### *Win and Win Big Prize Orders and Galactic Collection Patch*

These prizes are the prizes that every Scout regardless of how much he sells is eligible for. Once you know which prizes and how many of each prize you need you can log into the Popcorn system at <http://scouting.trails-end.com/>. Here you will find a link to order prizes. Enter the quantity of each prize you need and submit. Prize Orders placed by the end of October will be delivered in November.

##### *Club Prizes, Military Sales, and Top Salesman*

Those Scouts that qualified for the \$3,000, \$2,000, \$1,500, \$1,000, or \$800 Clubs, qualified for the military patches or were your unit’s top salesman, need to be submitted to the Pennsylvania Dutch Council using the **2016 Council Prizes Form**. A copy of this form is included in the packet. Please be sure to indicate sweatshirt size and t-shirt size for those Scouts in the \$1,500 Club or \$1,000 Club. This forms should be submitted electronically to Liza at [liza.weiser@scouting.org](mailto:liza.weiser@scouting.org).

##### *Camp Bucks*

Camp Bucks can be a great way to engage your older Scouts in the sale. Camp Bucks replace a prize from the Win and Win Big Prize program, but do not replace the club levels, military sales, or top salesman. Camp Bucks can be earned starting at prize level 5. Scouts wishing to earn Camp Bucks instead of prizes need to be submitted on the **Camp Bucks Program** form included with this packet.

## Frequently Asked Questions

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

Trail's End launched a brand new system this year. All of the passwords and user IDs have been reset. You will be able to change your password or any incorrect information when you log in for the first time.

### **How do I check Online Sales?**

Online sales are now directly tracked in the new Popcorn System.

### **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](mailto: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 Liza or Scott at the Pennsylvania Dutch Council Office.

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

Call the Pennsylvania Dutch Council Office at 717-553-4209 between 9:00 AM and 4:30 PM, Monday through Friday.

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

Yes. We normally have some additional product 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 product for my Show & Sell. Can I return the extras to the council for a refund?**

Yes. You may return product on Monday, October 24th, 2016. After 10/25 we cannot accept any more product. Please plan accordingly. During the sale, if you know that you will have extra product, let your district kernel know. Other units in your neighborhood are often looking for extra product 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 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 product 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](http://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.

### **Are product 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. For online sales, 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.



Over 73% goes to local Scouting

# 2016-2017 Unit Program Planner

**ONLY ENTER DATA IN HIGHLIGHTED SPACES**

1. Enter all your activities and costs per Scout under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the five shaded fields at the bottom of the sheet.

Unit Type and Unit # **0**

Number of Scouts in Unit **0**

Unit Commission % **0%**

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>	<b>Total Cost</b>	<b>\$0.00</b>

\$0	Registration & Insurance	Unit Total Activity Cost & Expenses	\$0
\$0	Boys' Life	Scout Total Activity Cost & Expenses	\$0
\$0	Uniform	Other Expenses	\$0
\$0	Advancements	Unit Sales Goal	#DIV/0!
\$0	Total Expenses	Scout Sales Goal	#DIV/0!
		Unit Commission	#DIV/0!



# 2016 Popcorn & Nuts Sale Commission Program

2016 is an exciting year for your unit through your annual Popcorn and Nuts Sale. **All products sold will count towards your unit's commission.** Units selling keep a minimum of 32% commission and have an opportunity to grow that 32% to 36%!

Here is how it works!

**Seller Level (32% Commission):** Simple. Participate in the sale!

**Bronze Level (33% Commission):**  
Step 1: Attend the Council Kickoff  
Step 2: Place Orders and Pay on Time  
Step 3: Increase your overall sale over 2015  
Step 4: Sell over \$3,500

**Silver Level (34% Commission):**  
Step 1: Place Orders and Pay on Time  
Step 2: Increase your overall sale 15% over 2015  
Step 3: Sell over \$4,000  
Or: Automatically qualify by selling \$12,000 or more

**Gold Level (36% Commission):**  
Step 1: Place Orders and Pay on Time  
Step 2: Increase your overall sale 25% over 2015  
Step 3: Sell over \$4,000  
Or: Automatically qualify by selling \$20,000 or more

## New and Separated Units

If you are a brand new unit or if your unit did not sell last year you have an opportunity to also qualify for bonus commission during the 2016 Popcorn and Nuts Sale. Here is how it works!

### New Units

**Seller Level (32% Commission):**  
Simple. Participate in the sale

**Bronze Level (33% Commission):**  
Step 1: Attend the Council Kickoff  
Step 2: Hold a Unit Level Kickoff  
Step 3: Place Orders and Pay on Time  
Step 4: Sell at or above the district 2015 per boy level

**Silver Level (34% Commission):**  
Step 1: Place Orders and Pay on Time  
Step 2: Sell 15% over the district 2015 per boy level  
Or: Qualify by selling \$12,000 or more

**Gold Level (36% Commission):**  
Step 1: Place Orders and Pay on Time  
Step 2: Sell 25% over the district 2015 per boy level  
Or: Qualify by selling \$20,000 or more

### Returning Separated Units

**Seller Level (32% Commission):**  
Simple. Participate in the sale

**Bronze Level (33% Commission):**  
Step 1: Attend the Council Kickoff  
Step 2: Hold a Unit Level Kickoff  
Step 3: Place Orders and Pay on Time  
Step 4: Increase over your last sale (min. \$3,500)

**Silver Level (34% Commission):**  
Step 1: Place Orders and Pay on Time  
Step 2: Increase 15% over your last sale (min. \$4,000)  
Or: Qualify by selling \$12,000 or more

**Gold Level (36% Commission):**  
Step 1: Place Orders and Pay on Time  
Step 2: Increase 25% over your last sale (min. \$4,000)  
Or: Qualify by selling \$20,000 or more

# Product Sale Webinars and Calendar

The secret to a great Sale is to have a great plan, great energy, and Scouts who are having a great time! To help you achieve this the Pennsylvania Dutch Council Product Sale Committee has put together a set of Webinars to help you succeed! You can sign up for any or all of these webinars by going to <http://www.emailmeform.com/builder/form/uYCVDW4d753c19yNv9>

Webinars are open to Kernels, Unit Leaders, Committee Members, and Families

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## Are you a Brand New Kernel?

If YES, THANK YOU for agreeing to this very important job for your unit. This year we are providing a BRAND NEW Webinar: **New Popcorn and Candy Kernel Fast Start** starting in July. This webinar will cover:

- What is my job?
- What is a Popcorn and Candy Sale?
- What does a good plan look like?
- How do I get started?

Sign up for one of these training sessions:

- July 7<sup>th</sup> at Noon
- July 13<sup>th</sup> at 7pm
- August 1<sup>st</sup> at Noon
- August 10<sup>th</sup> at 7pm



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## How to Conduct a Successful Unit Kickoff

The Unit Kickoff is one of the most important elements of the Popcorn and Candy Sale! If you can communicate your plan and get your Scouts and parents excited about this year's sale, you will be able to achieve your unit goal, have fun, and have the best year of Scouting possible.

Sign up for one of these training sessions:

- July 18<sup>th</sup> at Noon
- August 8<sup>th</sup> at 7pm

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## How to Place My Order in the Sales Systems

No, it is not a typo, there are Sales "Systems" that each Kernel needs to be familiar with. In this webinar we will show you how to place your order through Trail's End and then how to place your order with the Pennsylvania Dutch Council!

Sign up for one of these training sessions:

- August 3<sup>rd</sup> directly following the Kickoff
- August 17<sup>th</sup> at 7pm
- August 22<sup>nd</sup> at noon



BOY SCOUTS OF AMERICA®  
PENNSYLVANIA DUTCH COUNCIL

## Credit Card Sales and the New Tablet Program

Want to grow your sale and get around the excuse of “I’m sorry, but I don’t have any cash?” Our Credit Card Program is a great program available to your unit. This year we are also adding a tablet feature that your unit can use year round! Join us to find out how to best use the reader and to answer any questions that you might have!



Sign up for this training session:

- August 11<sup>th</sup> at noon
- August 17<sup>th</sup> at 6pm

## New Sale System for Online Orders

Trail’s End has launched a brand new system for selling to friends and family near and far. Learn about some of the exciting changes to the way the Online System works and how easy it is for your Scouts to sell.

Sign up for this training session:

- August 15<sup>th</sup> at noon
- August 22<sup>nd</sup> at 7pm

Date	Action	Show & Sell	Take Order	Combined
7/29	Units submit their Unit Commitment Forms and RSVP for Kickoff	X	X	X
7/1-8/30	Contact local venues for Show and Sell Opportunities. Schedule early!	X		
8/3	Product Sale Kickoff	X	X	X
8/4-9/15	Units conduct individual kickoffs to share information about the Product sale with their Scouts and their parents.	X	X	X
8/26	Show & Sell Orders due at Council Support Center or Online.	X		
9/9	Units pick-up their Show & Sell product. The unit kernel will be emailed information regarding the pick-up location & time.	X		
10/24	Product sale return date. Returns are made to the warehouse by district. <b>Please do not return to service center.</b>	X		
10/25	Product sale campaign ends. Unit Orders for the Take Order Sale are due.	X	X	X
10/25	Prize order completed online or form and incentive sheet due.	X	X	X
11/11	Unit’s pick-up their Take Order product. The unit kernel will be emailed information regarding the pick-up location & time.		X	X
12/12	Product sale money Due - <b>Final deadline. Unit retains base commission on all sales.</b>	X	X	X
12/13	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
2/1/17	Bonus commission and Online Sales commission checks sent to units.	X	X	X

# Sample Kickoff 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 Ideal Year of Scouting*
- b. Planning the entire year – focus on program in a Scouting activity
- c. Developing a budget to fund the program and Communicating the plan and budget
- d. Setting goals for the unit and Scouts
- e. Participating in one fundraiser to meet the needs of the budget
- f. 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 and nuts 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 product 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
- d. Review the prize information
- e. Distribute Order Forms and Sales Brochures

## Sample Story Pitch and Customer Identification

Hi, my name is \_\_\_\_\_ and I'm a Cub/Boy Scout with Pack/Troop # \_\_\_\_.

I'm selling popcorn and nuts so I can \_\_\_\_\_.

(go to camp / pay for my Scouting program / earn a scholarship)

I have a goal of \$\_\_\_\_.

You can help me reach my goal by trying some of my popcorn!

### Will you help me?

\*\*More effective than asking, "Want to buy some popcorn?" don't you think?

### Your Top 15 Customers

#### Friends and Family

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

#### Neighbors

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

#### Mom/Dad's Coworkers

1 \_\_\_\_\_

2 \_\_\_\_\_

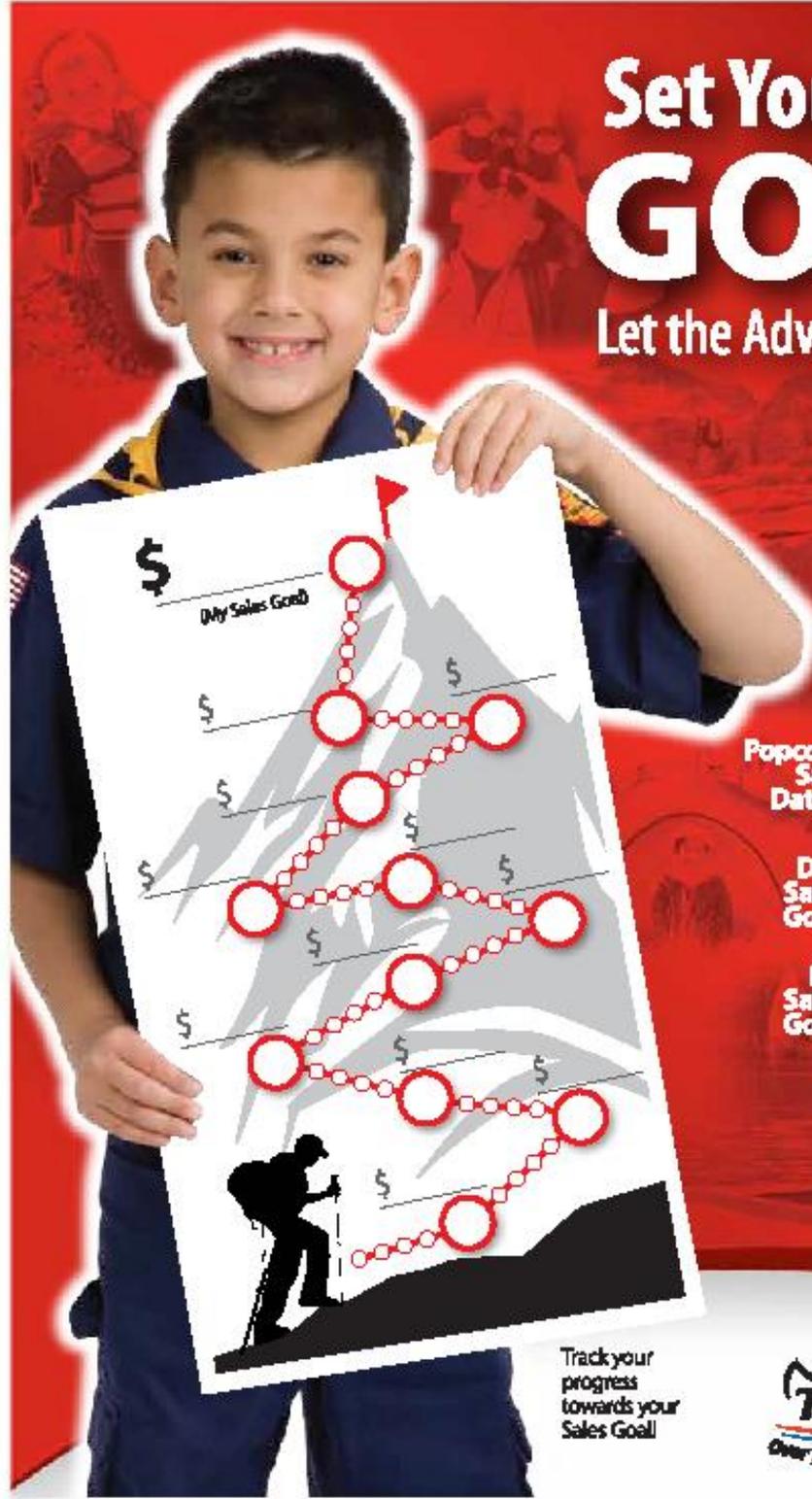
3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

# Set Your Sales GOAL!

Let the Adventures Begin.



Popcorn  
Sale  
Dates:

Den  
Sales  
Goal: \$

My  
Sales  
Goal: \$

Track your  
progress  
towards your  
Sales Goal





## 2016 Product Sale

### Show & Sell Orders and Return Policy

In order to ensure a successful sale for both the units and the council the 2016 Kernel Team has established the following Show & Sell/Return Policy.

#### Show & Sell with returns

Units will be able to order up to 80% of their 2015 total sales order for the show & sell order and make returns to the council of any unsold product on October 24th. On October 26th units can place an order for all additional needed products.

Example:	2015 Unit Show & Sell Order	\$ 4,000
	2015 Unit Take Order	<u>\$ 6,000</u>
	Total Unit 2014 Sale	\$10,000

2016 Show & Sell Maximum Order = \$10,000 x 80% or \$8,000

Returns allowed on October 24th

2016 Take Order Due on October 24th for balance of unit needs.

#### Show & Sell without returns

Any unit choosing to order over 80% of the 2015 total sale at the Show & Sell will not be able to make returns of unsold product during the 2016 sale. Units will be able to order at both sale periods.

Please read and sign below if ordering over 80% of 2015 total sales

\_\_\_\_\_

#### Return Waiver

District \_\_\_\_\_

I \_\_\_\_\_ of Pack/Troop/Crew \_\_\_\_\_ understand that by ordering over 80% of my 2015 total sales the **we are opting out of the council's return program and the ability to return any unsold product** and agree to the payment terms of the 2016 Sale.

Signed \_\_\_\_\_ Date \_\_\_\_\_

# 2016 Show and Sell Calculator

	Cases x Containers x Price = Total Price			
<b>Popcorn Products</b>	<b>Cases</b>	<b>Containers in a Case</b>	<b>Price Per Container</b>	<b>Total Price</b>
Cheese Lover's Collection		1	\$30.00	\$0.00
Kettle Corn-Microwave	0	6	\$25.00	\$0.00
Unbelievable Butter-Microwave	0	6	\$20.00	\$0.00
Butter Light-Microwave	0	6	\$20.00	\$0.00
Premium Caramel Corn	0	12	\$20.00	\$0.00
Jalapeno Cheddar Cheese	0	12	\$15.00	\$0.00
White Cheddar Cheese	0	12	\$15.00	\$0.00
Classic Caramel Corn	0	12	\$10.00	\$0.00
Popping Corn	0	12	\$10.00	\$0.00
<b>Nut Products</b>	<b>Cases</b>	<b>Containers in a Case</b>	<b>Price Per Container</b>	<b>Total Price</b>
Penn State Salted Peanuts	0	12	\$12.00	\$0.00
Honey Roasted Virginia Peanuts	0	12	\$12.00	\$0.00
Salted Jumbo Cashews	0	12	\$18.00	\$0.00
Penn State Game Day Trio	0	12	\$36.00	\$0.00
			<b>80% Dollar Figure:</b>	0
			<b>Less Total Order:</b>	\$0.00

Use the above chart to help calculate your Show and Sell Order.

- Step 1: Enter your 80% Dollar Figure provided to you at the Kickoff
- Step 2: Enter your desired number of cases
- Step 3: Multiply the number of cases by the number of containers by the price per container
- Step 4: Subtract your Total Prices from your 80% Dollar Figure
- Step 5: Adjust quantities until you get the Less Total Order as close to zero as possible
- Step 6: Place your orders in the Popcorn and Nuts for Scouting Order Systems

**2016 UNIT ORDER FORM**



INSTRUCTIONS: Complete highlighted yellow areas.

To place your order online please go to <http://scouting.trails-end.com>.

District	Name of Unit Kernel
Cub Pack #	Home Address
Scout Troop #	City
Venture Crew #	State
	Zip
	Home ( ) Business ( )
	Email

PRODUCT DESCRIPTION	SHOW AND SELL				TAKE-ORDER						
	A CONTAINERS ORDERED	B CONTAINERS SOLD	C UNIT COST PER CONTAINER	D PAY TO COUNCIL	E RETURNED NOT SOLD	F CARRIED FORWARD	G CONTAINERS NEEDED FOR TAKE ORDER	H ADJUSTED TAKE ORDER	I TOTAL CONTAINERS SOLD	J UNIT COST PER CONTAINER	K PAY TO COUNCIL
<b>Military Sales - Gold Level</b>											
<b>Military Sales - Silver Level</b>											
CHOCOLATE LOVERS COLLECTION (1 container per case)											
SAVORY & SWEET 3-WAY COLLECTION (1 container per case)											
CHEESE LOVERS COLLECTION (1 container per case)			\$20.40	\$0.00						\$20.40	\$0.00
CLASSIC TRAIL MIX (12 container per case)										\$17.00	\$0.00
18 - PACK KETTLE CORN (6 container per case)			\$17.00	\$0.00						\$17.00	\$0.00
18 - PACK "UNBELIEVABLE BUTTER" (6 container per case)			\$13.60	\$0.00						\$13.60	\$0.00
18 - PACK BUTTER LIGHT MICRO (6 container per case)			\$13.60	\$0.00						\$13.60	\$0.00
CARAMEL CORN WITH ALMI/CAS/PEC (12 container per case)			\$13.60	\$0.00						\$13.60	\$0.00
JALAPENO CHEDDAR CHEESE (12 container per case)			\$10.20	\$0.00						\$10.20	\$0.00
WHITE CHEDDAR CHEESE CORN (12 container per case)			\$10.20	\$0.00						\$10.20	\$0.00
CARAMEL CORN (12 container per case)			\$6.80	\$0.00						\$6.80	\$0.00
POPPING CORN (12 container per case)			\$6.80	\$0.00						\$6.80	\$0.00
			Total due Council	\$0.00						Total due Council	\$0.00

The order for the Take-Order sale is due by October 25th.  
This total reflects the entire amount- Show and Sell and Take Order

Unit Kernel Signature	Date
-----------------------	------

630 Janet Ave  
Lancaster, PA 17601  
Phone: 717-394-4063  
Fax: 717-394-7776  
[padutchpopcorn@scouting.org](mailto:padutchpopcorn@scouting.org)

Unit Kernel Signature	Date
-----------------------	------

**2016 UNIT ORDER FORM-NUTS FOR SCOUTING**



INSTRUCTIONS: Complete highlighted yellow areas.

To place your order online please go to [www.padtutchbsa.org/popcorn/](http://www.padtutchbsa.org/popcorn/)

District	Name of Unit/Kernel
Cub Pack #	Home Address
Scout Troop #	City
Venture Crew #	State
	Zip
	Home ( ) Business ( )
	Email

SHOW AND SELL				TAKE-ORDER					
A	B	X	C = D	F	G	G - F = H	I	J	=
CONTAINERS ORDERED	CONTAINERS SOLD	UNIT COST PER CONTAINER	PAY TO COUNCIL	CARRIED FORWARD	CONTAINERS NEEDED FOR TAKE ORDER	ADJUSTED TAKE ORDER (# TO ORDER)	TOTAL TO CONTAINERS SOLD	UNIT COST PER CONTAINER	PAY TO COUNCIL
PENN STATE SALTED VIRGINIA PEANUTS (12 container per case)		\$8.16	\$0.00	0		0	0	\$8.16	\$0.00
HONEY ROASTED VIRGINIA PEANUTS (12 container per case)		\$8.16	\$0.00	0		0	0	\$8.16	\$0.00
SALTED GOURMET VIRGINIA PEANUTS (12 container per case)		\$12.24	\$0.00	0		0	0	\$12.24	\$0.00
SALTED JUMBO CASHEWS (12 container per case)		\$13.60	\$0.00	0		0	0	\$13.60	\$0.00
PECAN TURTLEDOVES (12 container per case)		\$16.32	\$0.00	0		0	0	\$16.32	\$0.00
SCOUTING HERITAGE MIX (12 container per case)		\$16.32	\$0.00	0		0	0	\$16.32	\$0.00
CHOCOLATE COVERED PEANUTS (12 container per case)		\$24.48	\$0.00	0		0	0	\$24.48	\$0.00
PENN STATE GAME DAY TRIPLET (12 container per case)			\$0.00	0		0	0		\$0.00
			Total due Council					Total due Council	\$0.00

\*Use to determine Show & Sell Payment Due

The order for the Take-Order sale is due by October 25th.  
This total reflects the entire amount-Show and Sell and Take Order

630 Janet Ave  
Lancaster, PA 17601  
Phone: 717-394-4063  
Fax: 717-394-7776  
[padtutchpopcorn@scouting.org](mailto:padtutchpopcorn@scouting.org)

Unit Kernel Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>Unit</b> _____	<b>Chairman</b> _____
<b>Total # Boys who Sold</b> _____	<b>Phone</b> _____
<b>Total Sales \$</b> _____	<b>E-Mail</b> _____

**Top 2 Salesman**

	First	Last	Sales	Address	City	Zip	e-mail Address
1							
2							

**\$3,000 Club Member (\$3,000 in sales including nuts and online sales)**

	First	Last	Sales	Address	City	Zip	e-mail Address
1							
2							
3							
4							
5							

**\$2,000 Club Member (\$2,000 in sales including nuts and online sales)**

	First	Last	Sales	Address	City	Zip	e-mail Address
1							
2							
3							
4							
5							

**\$1,500 Club Member (\$1,500 in sales including nuts and online sales)**

	First	Last	Sales	Address	City	Zip	e-mail Address	Hooded Sweatshirt Size
1								
2								
3								
4								
5								
6								
7								

**\$1,000 Club Member (\$1,000 in sales including nuts and online sales)**

	First	Last	Sales	Address	City	Zip	e-mail Address	T-shirt Size
1								
2								
3								
4								
5								
6								
7								

**\$800 Club Member (\$800 in sales including nuts and online sales)**

	First	Last	Sales	Address	City	Zip	e-mail Address
1							
2							
3							
4							
5							
6							
7							

**Military Sales Patches (Scouts must have at least \$100 in Military Sales to Qualify)**

	First	Last	Military Sales	Address	City	Zip	e-mail Address
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

